

World Consumer Rights Day 2024

World Consumer Rights Day is celebrated on the 15th of March every year to raise global awareness about consumer rights and needs. The day is an opportunity to promote the basic rights of all consumers and encourage those rights to be respected and protected.

World Consumer Rights Day, first observed in 1983, has become a key event for promoting consumer awareness. This date was chosen to commemorate President John F. Kennedy's address to the US Congress on March 15, 1962, where he became the first world leader to formally recognize consumer rights.

The theme of World Consumer Rights Day 2024 is “**Fair and Responsible AI for Consumers**”. This year's theme highlights concerns like misinformation, privacy violations, and discriminatory practices, as well as how AI-driven platforms can spread false information and perpetuate biases. It also underscores a key area for future consumer safeguards. While this is a global conversation, India is already taking significant steps to empower its citizens in the digital age.

On the occasion of World Consumer Rights Day 2024, Department of Economics, Sao Chang College organised consumer awareness among the students by making and displaying posters within the college campus.



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