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K L University

A Two Day National Seminar on Consumer Protection in the Era of Advanced Technology

23rd and 24th September, 2015

Venue:

Peacock Hall - K L University
Green Fields, Vaddeswaram, Guntur District - 522 502

Organised by:

K L U Business School - K L University
Vaddeswaram Guntur District

in Collaboration with

Indian Institute of Public Administration
New Delhi

Sponsored by:

Department of Consumer Affairs
Food and Public Distribution
Government of India



About K L University

The Koneru Lakshmaiah Charities was established as a trust in the year 1980 and started KL College of Engineering (KLCE) in the Academic year 1980-81, under the visionary leadership of Shri Koneru Lakshmaiah and Shri Koneru Satyanarayana, residents of Vijayawada. The trust was converted into a Society by the name Koneru Lakshmaiah Education Foundation (KLEF) in the year 1996. The foundation infused fresh investment and improved the institution. New branches were added, post-graduate courses were introduced. It was given the autonomous status in the year 2006. KLCE was accredited by NBA and NAAC and received certification from ISO. In February 2009, the Koneru Lakshmaiah Education Foundation Society was recognized as deemed-to-be University by the Ministry of Human Resources Development, Government of India.

About KLU Business School

KLU Business School (KLUBS), offers 2-year full time Master of Business Administration (MBA) Program, MBA in Technology Management, MBA in Accounting & Finance, MBA in Healthcare & Hospital Administration, 5-Year Integrated BBA-MBA Program, 3-Year B.Com Program and 4-year BHMCT Program. KLUBS also offers doctoral program in the disciplines of management, commerce and allied areas. KLUBS is known for its academic leadership with unique and contemporary cutting edge curriculum for all its programs and innovative teaching-learning methodologies, intensive internship and management research projects. KLUBS relies on experiential learning and thus introduced a host of related learning methodologies which drive students to learn through practice.

About Indian Institute of Public Administration - IIPA

Indian Institute of Public Administration was created under the Societies Act of 1860. The Institute was formally inaugurated by the First Prime Minister of India, as the First President of the Society, on 29th March, 1954 in New Delhi.

The Institute has been set up to equip the Public Servants with knowledge, skills, and behavior required for managing the task of governance. In its effort to enhance the leadership, managerial, and administrative capabilities of the executives in government and public sector enterprises, the Institute works in close collaboration with national and international organisations. The major activities of the Institute are: Training, Research, Advisory and Consultancy services, and Information Dissemination and Exchange.

The Institute, needless to emphasize, is alive to the developments taking place in the area of training technology at the global level and the policy changes at the national level.

Theme of the Seminar

The growing interdependence of the world economy and international character of the business practices have contributed to the development of universal emphasis on consumer rights, protection and promotion. Consumers, world over, are demanding value for money in the form of Quality, Availability and Safety of goods and Services. But the fact of life is that the consumers are still victims of Unscrupulous and Exploitative practices.

Technology has come to play a major role not only in the life of a Consumer but also in the delivery of services. The Government's push for Digital India is a step towards ensuring access to Technology to every Indian. There is no doubt that today almost all service providers have made life easier by use of technology be it Banking, Insurance, E-Commerce etc. Technology not only bridges the distance but also provides a better service to the Consumers. This national seminar attempts to explore the role technology plays in the life of consumer and how consumer can be safe by using technology.

With the rapid growth of Information Technology in Business, Consumers are now vulnerable to many risks. Electronic Commerce has become a new form of strategic competition where the

internet is used for communicating with customers and buying, selling products. As Consumers we are purchasing all kinds of electronic gadgets like Smart Phones without understanding the problems they create. We are using these phones for sending and receiving information, for mobile banking, for taking pictures and even as a remote. Banks are setting up ATMs at many places and carrying out some of the bank functions through them. These have become very convenient to the user because at any time they can draw money. But the customers are not aware of the associated problems. Consumers are doing online purchases and are defrauded by internet thieves some times. Business Methods and Procedures are changing every day but the laws regulating business are not changed at that frequency. Consumer Protection may become a myth under these circumstances.

Objectives of the Seminar

- ♦ To help the participants understand the need and importance of consumer protection.
- ♦ To provide insight into the provisions of Consumer Protection Act and other related laws.
- ♦ To enhance their knowledge and skill relating to services and products
- ♦ To help understand the process of grievance redressal and filing of complaints
- ♦ To help them to know the tips to protect themselves from internet frauds

Hence, this is time for the Lawmakers, Technologists, Educationists, Students, Consumer Activists, Business Persons, and Service Providers to ponder over the burning issues of technology and find out ways and means to protect consumer interests without which the economy suffers greatly. Keeping this in view, our University in association with Indian Institute of Public Administration is organising this seminar to deliberate on present day Consumer Problems. Accordingly, the following Sub-Themes are selected for deliberations.

Sub-Themes

- ☞ Use of ATMs and consumer Protection
- ☞ Consumer education in the era of advanced technology
- ☞ Effectiveness of Consumer Protection Act, 1986 in the present scenario
- ☞ Cyber crimes in India and the mechanism to prevent them
- ☞ WTO and consumer protection
- ☞ Information Technology Act, 2000 and consumer protection
- ☞ Affects of Phishing, Hacking and Skimming on the welfare of consumers
- ☞ The role of UNO to protect consumers from online frauds
- ☞ Initiatives for International Co-operation for consumer protection in IT era.

Paper Submission

The paper presenters are requested to limit their papers to 3000 words typed on A4 Size paper in Times New Roman, with 12 Font size and 1.5 Spacing between the Lines. They are also requested to suggest solutions for the problems they raise. Further, the Authors need to give a Declaration that the paper was not Submitted or Published previously. Selected Papers will be published in the form of a Book, our University has ISBN Registration No. 978-81-930638-3-5 Paper Publication Charge will be Rs.1200/- through Demand Draft drawn in Favour of **Registrar, K L University, payable at Vijayawada**. An Abstract not exceeding 250 words should reach the address for correspondence on or before 17th August, 2015. Selected papers can be intimated by 21st August, 2015. Full length papers can be sent in Hard Copy and Soft Copy to the Address for correspondence E-Mail IDs before 31st August, 2015 along with Demand Draft. Those who wish to participate in the Seminar without paper can pay the Registration Fees of Rs.500/- in advance. Those who pay Paper Publication charges need not Pay Registration Fee.