

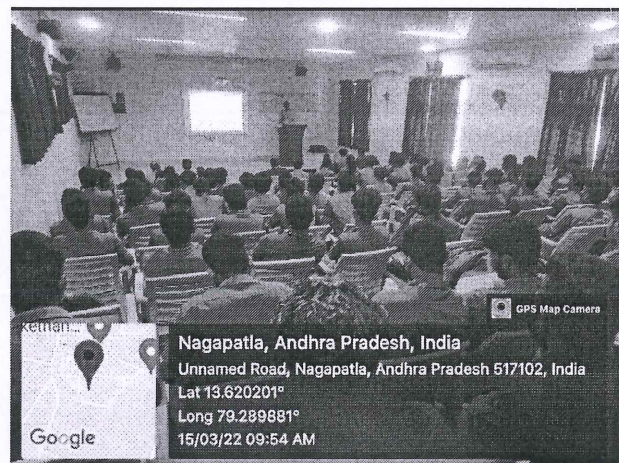
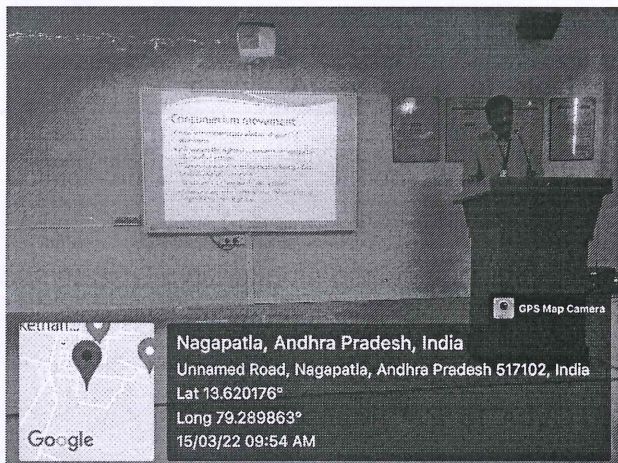
Department:ME|Date:15<sup>th</sup>March, 2022

A Guest Lecture series on  
**“ADVERTISING AND CONSUMER PROTECTION”**  
**15.03.2022**

The **Creative Association of Mechanical Engineering Students (CAMS)** organized a guest lecture to III B.Tech, Mechanical Engineering Students of Sree Vidyanikethan Engineering College on 15.03.2022 i.e. on **‘World Consumers Rights Day’** to inculcate the knowledge on **“Advertising and Consumer Protection”**.

**Session1:**

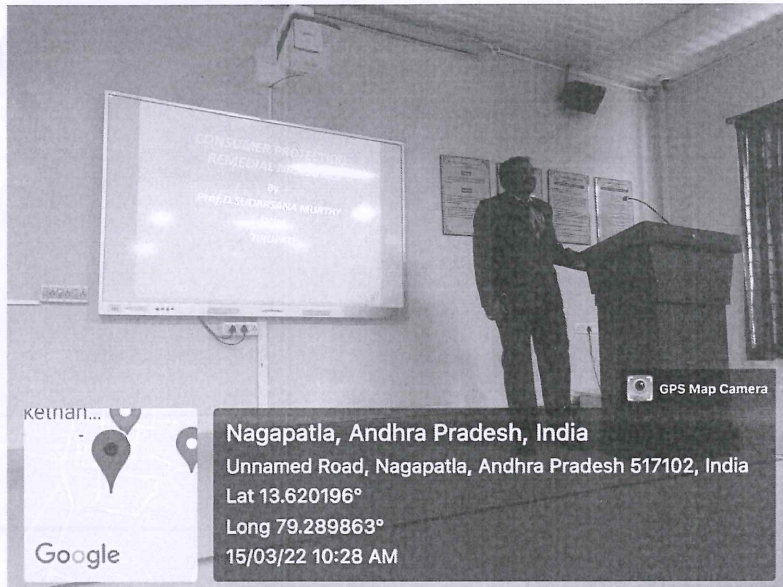
**Dr. N. Gurunatha Naidu**, Professor, Sree Vidyanikethan Institute of Management delivered a lecture on **“Consumerism: M’s of Advertising”**. Resource person explained consumer behavior and 5 M’s of advertising (Mission, Money, Message, Media and Measurement) through case studies. The lecture given by Dr. N. Gurunatha Naidu is found very much motivated and apt for the students.



Prof. N. Gurunatha Naidu delivering a Lecture

**Session 2:**

**Dr. D. Sudarsana Murthy**, Professor, Sree Vidyanikethan Institute of Management delivered a lecture on "**Consumers Protection: Remedial measures**". Resource person explained Consumer protection acts purpose of the acts through case studies. The lecture given by **Dr. D. Sudarsana Murthy** is found very much impressive and apt for the students.



Prof. D. Sudarsana Murthy delivering a Lecture

**Program conveners: Dr. K. L. Narasimhamu**  
**Mrs.P.Thejasree**

**Program co-conveners: Dr. R. Ramesh,**  
**Mrs. K. Lakshmi Kala.**

*KL*

*Satya Meher*  
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