

PRESS RELEASE / NEWS REPORT

J.J. COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS), PUDUKKOTTAI
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Bharathidasan University

FOR IMMEDIATE RELEASE

Date: 10 September 2026
Venue: College Auditorium

Mega Consumer Awareness Programme on Telecom Billing, Cyber Fraud, and Drug Abuse Vigilance Held at J.J. College

Joint initiative by NSS, Youth Red Cross, and Anti-Drug Club in association with TRAI, empowers 546 college students with essential digital rights and cyber safety safeguards.

PUDUKKOTTAI, SEPTEMBER 10, 2026 — In a significant outreach initiative aimed at educating youth on consumer rights, cyber security, and social welfare, a comprehensive "Consumer Awareness Programme on Tariff & Billing in Telecom and Broadcasting" was organized at the College Auditorium of J.J. College of Arts & Science (Autonomous), Pudukkottai. The seminar was conducted by the college's National Service Scheme (NSS), Youth Red Cross (YRC), and Anti-Drug Club in collaborative association with the Telecom Regulatory Authority of India (TRAI), Tiruchirappalli.

The programme commenced promptly at 10:00 a.m. with an auspicious invocation. Dr. G. Manigandan, Head of the Department of Biotechnology, extended a cordial welcome to the dignitaries, resource persons, faculty members, and student delegates. In his welcome address, Dr. Manigandan highlighted the imperative need for young consumers to stay abreast of rapid shifts in digital infrastructure and telecom regulations. College Principal Dr. J. Parasuraman felicitated the gathering and lauded the joint efforts of statutory agencies and educational institutions in building informed citizen communities. The Presidential Address was delivered by Dr. Kavitha Subramanian, Trustee, who emphasized that consumer awareness and ethical digital responsibility are vital hallmarks of progressive youth.

TRAI Special Address: Demystifying Telecom Tariffs, Broadcasting & Consumer Rights

Delivering the Special Address, **Mr. Shivasankar Sekaran, Consumer Advocacy Group (CAG) Member representing TRAI**, presented an in-depth orientation on TRAI's mandates and regulatory mechanisms designed to safeguard telecom and broadcasting consumers. He elucidated the structure of modern tariff packages, the critical difference between advertised and hidden billing parameters, data rollover provisions, and subscriber entitlements regarding Value Added Services (VAS). Mr. Shivasankar also briefed the audience on transparent billing norms in DTH and cable broadcasting services under TRAI's New Tariff Order (NTO), empowering

students to select channels judiciously without paying arbitrary charges. He further guided the participants through institutional dispute redressal mechanisms, including the mandatory two-tier grievance handling system comprising service provider toll-free complaint centers and Appellate Authorities.

Cyber Safety Session: Countering Online Cheats, Digital Scams, and Cyber Frauds

Addressing the audience as a Guest Speaker, Mr. R. Karuna Karan, Inspector of Police, Cyber Crime Police Station, Pudukkottai, delivered an eye-opening presentation on the escalating menace of online cheats and sophisticated cyber fraud. Drawing upon real-time investigative case studies, Inspector Karuna Karan warned students against fraudulent financial schemes, fake part-time job offers, lottery gimmicks, predatory instant-loan mobile applications, and OTP/phishing traps. He also alerted the students regarding the alarming rise of 'digital arrest' scams impersonating law enforcement agencies. Providing practical safety protocols, he urged youngsters never to share banking credentials, to verify website URLs before conducting online transactions, and to practice stringent privacy hygiene across social media handles. He emphasized that in case of financial cyber fraud, victims must promptly dial the national cyber helpline '1930' or report immediately on www.cybercrime.gov.in within the crucial 'golden hour'.

Police Vigilance on Substance Abuse: 'Say No to Drugs' Campaign

Mr. Mohandass cautioned that substance abuse not only dismantles a student's academic and professional trajectory but also inflicts irreversible trauma upon families and society at large. He detailed the punitive measures under the NDPS Act, the nexus between illicit drug cartels and cyber criminals, and exhorted the youth to act as peer ambassadors by blowing the whistle on drug peddlers through confidential police helplines.

Dynamic Student Interaction & Vote of Thanks

The awareness session witnessed energetic participation from **546 students** across diverse undergraduate and postgraduate departments. A highly engaging question-and-answer session ensued, wherein students actively interacted with the dignitaries. Inquiries spanned practical nuances including unprompted tariff deductions, unwanted promotional calls (Do Not Disturb - DND registry), SIM-swap security measures, and methods to safely navigate social media without compromising privacy. The experts provided luculent, actionable clarifications that were well-received by the student body.

Earlier Dr.G.Manigandan welcomed the huge gathering and the programme concluded on an appreciative note with a formal Vote of Thanks proposed by Dr. Dayanidhi, Head of the Department of Tamil. He conveyed profound gratitude to the TRAI authorities, the police department officials, college management, faculty coordinators of NSS, YRC, and Anti-Drug

Club, as well as the active student participants for making the symposium a resounding success. The event drew to a close with the rendering of the National Anthem.

MEDIA & PUBLIC RELATIONS DESK

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