

Event Report: Customer Outreach Program

Date: 01-08-2024

Organized by: IQAC cell, PBR VITS, Kavali, Andhra Pradesh

In association with: ECE Department

Supported by: TRAI & DOT

Objective:

The customer outreach program aimed to educate and raise awareness among participants about topics related to telecom services, technology evaluation, and consumer rights. The program also educated the students about the digital frauds on social platforms, financial frauds and Safety Measures, Initiatives of DoT.

Event Highlights:

- More than 200 participants attended the program, comprising students, faculty, and local community members.
- Shri M. Arvind Kumar ITS, Director (Security), Department of Telecommunications (DoT), Andhra Pradesh Licensed Service Area (AP LSA), delivered a insightful presentation on "Digital Frauds - Safety Measures and Initiatives of DoT".
- Shri Vikas Jaiswal, Deputy General Manager, Reserve Bank of India (RBI), Regional Office, Andhra Pradesh, delivered a thought-provoking presentation on "Cyber Crime in Banks: Most Recent Threats and Cyber Security".
- Interactive sessions and Q&A forums enabled participants to clarify doubts and engage with experts.

Key Takeaways:

- Participants gained knowledge on Digital frauds-Safety Measures.
- The representatives addressed participant's concerns and provided practical solutions.
- The program fostered collaboration between industry experts, academia, and Students.

Program report:

The customer outreach program commenced with a warm welcome address by Shri. Bhiksham, Senior Regional Officer (SRO), Telecom Regulatory Authority of India (TRAI), Regional Office, Hyderabad. Shri. Bhiksham formally invited the esteemed guests and participants, setting the tone for the event. In his address, he emphasized the significance of consumer awareness and education in the telecom sector, highlighting the importance of collaboration between regulatory bodies, academia, and industry stakeholders. His thoughtful

words paved the way for a productive and informative session, engaging the audience and laying the groundwork for the subsequent presentations and discussions.

Dr. N. Seshaiyah, Principal, PBR VITS Kavali, delivered a gracious address, welcoming the distinguished guests, faculty, and students. He expressed his appreciation for the collaboration between the IQAC cell, ECE Department, TRAI, and DOT, highlighting the significance of such initiatives in enhancing industry-academia partnerships. Dr. Seshaiyah emphasized the importance of consumer awareness and education in the rapidly evolving telecom sector, stressing the need for having awareness on Technical & Digital social issues. He also acknowledged the role of PBR VITS in fostering a culture of community engagement, aligning with the institution's commitment to societal development. His address was well-received, setting a positive tone for the rest of the program.

Shri. B. Praveen Kumar ITS, Advisor, TRAI, Regional Office, Hyderabad, started his lecture by giving the slogan of updated requirements of a citizen as Roti-Kapda-Makan-Mobile delivered a comprehensive keynote address, providing valuable insights into the current telecom landscape and the role of regulatory bodies in ensuring consumer welfare. He highlighted the initiatives undertaken by TRAI to promote transparency, accountability, and consumer empowerment, emphasizing the importance of awareness and education in making informed choices. Shri. Kumar also discussed the challenges and opportunities in the rapidly evolving telecom sector, stressing the need for collaboration between stakeholders to address emerging issues. His keynote address set the tone for the subsequent sessions, providing a framework for understanding the complexities of the telecom industry and the significance of consumer-centric approaches. He advised the audience to give their feedback on the services about their telecom service providers on the web portal : trai.gov.in. For easy identification of unsolicited calls like loan promotion, real estate etc. the TRAI has given a unique prefix of 1601 and for the government sector it is 1600. He informed that India has been the II place in the world with a largest subscriber share of 120.04 billion members and III country in the world to utilize internet data. He expressed his hope that the 4th industrial revolution will definitely trigger the 5G usage in the near future.

Shri. V. S. Raju ITS, Joint Advisor, TRAI, Regional Office, Hyderabad, presented a detailed overview of the Consumer Outreach Program (COP) initiatives undertaken by TRAI. He elaborated on the objectives, strategies, and outcomes of the COP, highlighting its impact on consumer awareness and empowerment. Shri. Raju showcased various outreach activities, such as workshops, seminars, and campaigns, aimed at educating consumers about their rights, telecom services, and redressal mechanisms. He also shared success stories and best practices, demonstrating the effectiveness of the COP in bridging the gap between consumers and service providers. The presentation provided a comprehensive understanding of TRAI's efforts to promote consumer welfare and encouraged active participation from the audience.

Shri M. Arvind Kumar ITS, Director (Security), Department of Telecommunications (DoT), Andhra Pradesh Licensed Service Area (AP LSA), delivered a presentation on "Digital Frauds -

Safety Measures and Initiatives of DoT". He shed light on the growing concerns of digital frauds and their impact on consumers, highlighting various types of frauds such as fraudulent international calls, tower frauds, fake mobile recharge and frauds in the name of TRAI. Shri Kumar elaborated on the safety measures and initiatives undertaken by DoT to prevent digital frauds, including the Consumer compliant Redressal frameworks, awareness campaigns, and collaboration with law enforcement agencies. He also emphasized the practices of DoT like TRAI MY SPEED app & DND2.0 app for convenience of customers.

Shri Vikas Jaiswal, Deputy General Manager, Reserve Bank of India (RBI), Regional Office, Andhra Pradesh, delivered a presentation on "Cyber Crime in Banks: Most Recent Threats and Cyber Security". He highlighted the evolving landscape of cyber threats in the banking sector, discussing recent cases and trends of cyber-attacks, such as CVV/OTP fraud, UPI phishing fraud, QR code fraud, SIM swapping fraud, ATM cloning fraud, lottery fraud, juice jacking fraud, customer care number in Google search related frauds. Shri Jaiswal emphasized the importance of robust cyber security measures to protect sensitive financial information and prevent financial losses. He elaborated on the RBI's initiatives to enhance cyber security by creating awareness in the people like encouraging people towards cyber complaints, Cyber Swachhta Kendra and also awareness on online Security tools like Browser JS Guard, etc.

The presentation was followed by an engaging interactive session, where participants had the opportunity to clarify doubts, share concerns, and engage in discussions with the esteemed speakers. The session was marked by active participation, with attendees posing thoughtful questions and seeking guidance on various aspects of security measures on digital frauds and cyber security. The experts provided insightful responses, offering practical tips and advice on how to stay safe in the digital landscape.

Shri. Bhiksham, Senior Regional Officer, TRAI, Regional Office, Hyderabad, extended a heartfelt vote of thanks to the distinguished guests, speakers, and participants for making the customer outreach program a resounding success. He expressed his gratitude to the Principal, PBR VITS, Kavali, for hosting the event and to the IQAC cell and ECE Department for their tireless efforts in organizing the program. Shri. Bhiksham also thanked the representatives from TRAI, DOT, RBI, Print & electronic media for their valuable contributions, insightful presentations, and active participation. He acknowledged the enthusiasm and engagement of the students, faculty, and community members, and encouraged them to continue advocating for consumer awareness and cyber safety. The vote of thanks was met with applause, marking a fitting conclusion to the informative and interactive program.

Conclusion:

The customer outreach program was a resounding success, achieving its objectives and setting a benchmark for future initiatives. The IQAC cell, ECE Department, TRAI, and DOT's joint efforts ensured a productive and enlightening experience for all participants.

Event Photos



“Customer Outreach Program” event banner



With the soft illumination of the string lights, the intellectual delegates enlightened the Event.



The Principal, Dr. N. Sessaiah of PBR VITS addressing the gathering.



Shri Vikas Jaiswal, from RBI sharing knowledge on "Cyber Crime in Banks: Most Recent Threats and Cyber Security".



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Long 79.983116°
01/08/24 11:46 AM GMT +05:30

Shri M. Arvind Kumar delivering a presentation on "Digital Frauds - Safety Measures and Initiatives of DoT".



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The Electrifying audience atmosphere in "COP" Event

విట్స్ లో కన్జ్యూమర్స్ అవుట్ రీచ్ ప్రోగ్రామ్

ప్రజాశక్తి-కావలి: విట్స్ ఇంజనీరింగ్ కళాశాలలో ఐ.క్యూ.ఎ.సి, ఇ.సి.ఇ విభాగాల సంయుక్త ఆధ్వర్యంలో గురువారం “కన్జ్యూమర్ అవుట్ రీచ్, ప్రోగ్రామ్” నిర్వహించడం మైనది. ఈ అవగాహన సదస్సుకు అధ్యక్షత వహించిన కళాశాల ప్రిన్సిపల్ డాక్టర్ శేషయ్య మాట్లాడుతూ ఈ సదస్సు విద్యార్థులకు సైబర్ నేరాలు, నివారణపై అవగాహన కల్పిస్తుందని తెలియజేశారు. ట్రాయ్ హైద్రాబాద్ నుంచి ముఖ్య అతిథిగా అడ్వైజర్ ప్రవీణ్ కుమార్ , సీనియర్ రీసెర్చ్ ఆఫీసర్ భిక్షమ్ పాల్గొని ప్రసంగించారు. ఇ.సి.ఇ విభాగాధిపతి డాక్టర్ స్రవంతి ప్రసంగిస్తూ ప్రపంచాన్ని కుగ్రామంగా మార్చటంలో కమ్యూనికేషన్ వ్యవస్థ ముఖ్య భూమికను తెలియజేస్తూ, టెలికాం డిపార్టుమెంటు డైరెక్టర్ అరవింద్ , ఐ.టి.ఎస్ అడ్వైసర్ రాజు ఆర్.బి. ఐ డిప్యూటీ జనరల్ మేనేజర్ వికాస్ జైస్వాల్ “డిజిటల్ ప్రాడ్స్- సైబర్ నేరాలు” అంశం పై విద్యార్థులకు సంపూర్ణ అవగాహన కల్పించారు. నేరాల నిరోధనకు చట్టపరమైన విషయాలను తెలియజేశారు. ఈ సదస్సులో విట్స్ కళాశాల చైర్మన్ దొడ్ల విధ్యాధర్ కుమార్ రెడ్డి, అకడమిక్ డైరెక్టర్ డా. ప్రత్యూష రెడ్డి, అకడమిక్ ఇన్చార్జ్ డాక్టర్ లిఖిత రెడ్డిలు పాల్గొని వక్తలను సన్మానించారు. కార్యక్రమంలో విద్యార్థులు, సంబంధిత కళాశాల ఉద్యోగులు, తదితరులు పాల్గొని తమ సందేహాలను నివ్రత్తి చేసుకున్నారు.

On 2/08/2024 in PrajaSakthi Daily NEWS Paper, News was Published About ‘Consumer Outreach Program’ which characterized the soul of the event.