CONSUMER PROTECTION EDUCATION AND AWARENESS

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“Earth provides enough to satisfy every man’s need, but not every man’s greed.”

~Mahatma Gandhi
CONSUMER EDUCATION

- Consumer Education is not the same thing as Consumer Information.

- Consumer Education improves Consumer's ability to use information.
Aim of Consumer Education

- Increase Consumer Awareness
- Develop confidence
- Assist in making sound decisions
- Realize the role of consumers in market economy
- Understand legal system that helps consumer to exercise their rights
- Assist consumer to become a wise buyer
- Become a better manager of resources
How Consumers are Exploited

- Under-weighing and under-measurement
- Selling sub-standard quality goods to consumers
- Charging higher prices for the product
- False and duplicate items sold
- Adulteration in food items for higher profits.
IMPORTANT INFORMATION SOURCES

- National Consumer Helpline 1800-11-4000
- www.fcamin.nic.in
- www.bis.org.in
- www.ncdrc.nic.in
- www.consumereducation.in
The Department of Consumer Affairs has sanctioned a National Consumer Helpline Project. This is now functioning at IIPA, New Delhi.

Consumers from all over the country can dial toll-free number 1800-11-4000 and seek telephonic counseling for problems that they face as consumers.

The Helpline was formally launched on 15th March 2005, i.e. World Consumer Rights Day.
Consumer Clubs

- The scheme was launched in 2002, according to which a consumer club would be set up in Middle/Higher Secondary Schools/Colleges affiliated to a Government recognized Board/University.

- A grant of Rs.10000 Per Consumer club per year for two years is admissible under this scheme.
Educate Consumers on Standard Marks and labels

Standardization mark is a mark or symbol given to a product, which meets certain standards with respect to the quality in terms of material used, methods of manufacturing, labeling, packaging and performance.
Buyer Be AWARE: look for~

1. **ISI mark** on baby food, mineral water, electrical and cooking gas appliances, pressure cookers, cement, steel, etc.
VEGETARIAN, NON-VEGETARIAN SYMBOL AND USE OF EGG SYMBOL
Hallmark for GOLD Ornaments: license granted to manufacturer on meeting IS- 1417 for purity
<table>
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<tr>
<th>Value</th>
<th>Karat Correspondence</th>
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<tbody>
<tr>
<td>958</td>
<td>Corresponding to 23 Carat</td>
</tr>
<tr>
<td>916</td>
<td>Corresponding to 22 Carat</td>
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<tr>
<td>875</td>
<td>Corresponding to 21 Carat</td>
</tr>
<tr>
<td>750</td>
<td>Corresponding to 18 Carat</td>
</tr>
<tr>
<td>585</td>
<td>Corresponding to 14 Carat</td>
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<tr>
<td>375</td>
<td>Corresponding to 9 Carat</td>
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Look for the Following –

While buying Gold:-

BIS Mark

916

Assay Mark

(Corresponding to 22 carat on a scale of 1000)

A&HMC’s Logo

Assaying Hallmarking Centre’s Mark

Logo of BIS recognised Assaying and Hallmarking Centre
where the jewellery has been assayed and hallmarked

Year of Marking

Code Letter

Letter represents the year of hallmarking of jewellery as
by BIS, e.g. letter ‘D’ denotes Year 2003

Jeweller’s Mark

Logo of BIS Certified Jeweller/Jewellery Manufacturer
Remember

Always check the Institute’s credentials before enrolling from State Government, UGC or AICTE

Log on to: websites of Ministry of HRD

www.education.nic.in

UGC website

www.ugc.ac.in to check recognition status of colleges/ Universities
What is Right Choice?

- Informed
- Economical
- Serves your needs
- Safe for you and the environment and predetermined by following factors
- Peer pressure
- Advertisement and Media
- Loan availability
How to make the Right choice?

- Ask yourself these questions before buying a product or hiring a service.

- Is this product or service absolutely necessary for me?

- Am I getting a good market price for this product/service?

- Should I consider alternative products/services?

- Is this product / service safe to use/eat/wear?
Is the packing to the product biodegradable?

Does this product/service emit harmful chemicals into the atmosphere?

Although this process may seem time-consuming, try it a few times and see the difference for yourself.

BECAUSE
Best way of learning is “ability to question”
R’s of a Dutiful Consumer

- **Reduce**: Consume only what you need, if possible reduce consumption of water, electricity, fuel and other non-renewable resources.

- **Reuse**: If a product can serve you for a longer period, use it instead of buying a new one.

- **Recycle**: Don't litter the environment, please recycle degradable or recyclable materials through scrap dealers.
APPEAL

- Speak up to be Heard
- Learn to live with Culture of preservation.
- Outreach to neighboring institutions / organizations/departments/infact each and every individual.
- Don’t simply live as a CONSUMER but be an “enlightened CONSUMER”.

![Image of a person speaking]
Remember

• Demand a receipt
• Ensure that Guarantee / Warranty card is correctly filled in
• Make sure the date of purchase is correct and the card is duly signed and stamped by the dealer
Contribute a drop in the mighty ocean, it makes a difference.

Contribute
Awareness
Contribute
Education
Lets Remind Ourselves

- **24th December**
  National Consumer Day

- **15th March**
  World Consumer Rights Day (commemorates declaration of 4 basic consumer rights by President Kennedy on 15th March 1962)
THANKS

be the change
you wish to see in the world...
-gandhi
Consumer Rights [Sec. 6 C.P Act]

- Right to **SAFETY** against hazardous goods and services
- Right to be **INFORMED** about quality, quantity, purity, standard and price.
- Right to **CHOOSE** from a variety of goods at competitive prices
- Right to be **HEARD**
- Right to seek **REDRESSAL**
- Right to **CONSUMER EDUCATION**
Ongoing Publicity Activity

- Publicity through Print Media using News Paper Advertisements
- Publicity Through Electronic Medium by Telecast of Video Spots.
- Telecast of Video Spots in North Eastern States
- Printed Literature
- Song and Drama
- National Helpline 1800-11-4000
- Core Centre
- Nukkad Natak
- Use of sports events
- Joint Publicity campaigns
- Use of internet to generate consumer awareness
- Special scheme on assistance to State Governments and UTs.
- Publicity around National Consumer Day (24th Dec) commemorating the coming into effect of the Consumer Protection Act, 1986
Remember

LPG cylinder must carry manufacturer’s seal

15.9 Kg Weight of empty LPG Gas Cylinder (Tare Weight)

+ 

14.2 Kg Weight of LPG Gas (Net Weight)

= 

30.1 Kg – Total Weight of LPG Gas Cylinder with LPG gas (Gross Weight)
On one of three side stems of the cylinder, the expiry date is coded alpha numerically as follows for e.g. D06:

The alphabets stand for quarters:
- A for March (First Qtr)
- B for June (Second Qtr)
- C for Sept (Third Qtr)
- D for December (Fourth Qtr)

Another e.g. D13 means cylinder safe for use until Dec. 2013.
Part VI
Tips for smart consumers

- Be careful in product selection: Search for standardized products: I.S.I., AGMARK, HALLMARK, B.E.E., FPO.

- Study the details printed on the packets: Contents/Ingredients / nutritional information/ weight /manufacturing date/ expiry date/ best before etc.

- Manufacturing Date: Date of packing of the product
  Expiry Date: Date till the product is safe for use.

- Carefully see the terms and condition of use/Refunds and replacement policies / Warranty / Guaranty conditions.

- Check goods are in good Condition before accepting: Sealed, not tampered/not puffed/not broken/torn.
- Don’t pay more than MRP: **Maximum Retail Price** is the maximum you ought to pay; Bargaining can also be done on MRP.

- Always take Receipt: ensure correct amount, name and address of the shop and other details are mentioned in the receipt.

- Don’t hesitate to file a complaint at District Forum/State Commission/National Commission: Complaint can be submitted on a plain paper.

- **No need of Lawyer/Solicitor:** Any individual consumer/Central Government/State Government/Registered V.C.O./Legal Heir of deceased consumer can

- **Relief’s available to consumer:** Replacement / Refund / Removal of defects / Compensation / Withdrawal/etc

- **Online Shopping**
  - Do research on unknown companies retailing items online
  - Check that the site has a privacy policy
  - Ensure that online transactions are secure
  - When in doubt about the credibility of the website, err on the side of caution.