



# PROJECT WORK

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# Self-introduction...

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ROLL NO:- 01

SUBJECT:- Social Science

SUBMITTED TO:-

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# Acknowledgement

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# Bibliography

1. NCERT Economic's book, class 10<sup>th</sup>
2. Economic's book of class 11<sup>th</sup>
3. [www.google.com](http://www.google.com).
4. [www.youtube.com](http://www.youtube.com)
5. Business studies book, class 12<sup>th</sup>



# Consumer Rights...

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# Who Is A Consumer???

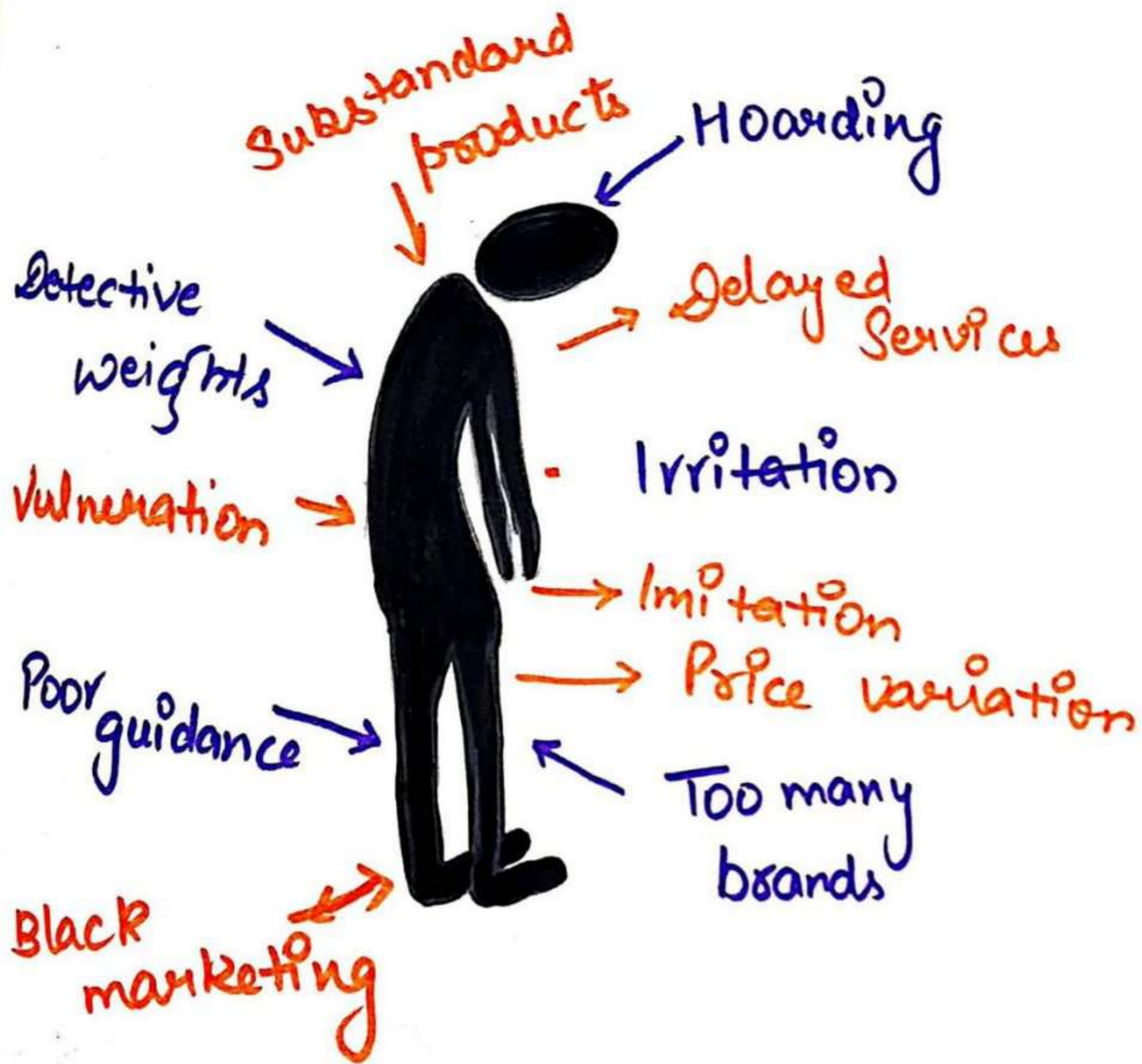
Any person who pays and buys anything from market for any service is consumer. All of our are consumers.

## CONSUMER EXPLOITATION..

Consumer exploitation refers to the act of taking advantage of buyers. This occurs because of limited information about the product, such as guarantees and terms of purchase. Illiterate consumers are especially vulnerable; consequently, they are likely to be cheated into paying more or even purchasing a count with product.

Due to expansion of business activities for an economy we have a variety of goods available in the market. The demand for goods and services is influenced by advertisement in television, newspaper and magazine.

ATISFACTION  
TRUST  
POSITIVE  
CONVICTION  
LOYALTY  
COMMITMENT  
FEELING  
EXPERIENCE



# PROBLEMS FACED BY CONSUMER.

One point or other all consumers face a number of problems relating to price, quality, weight, mis-branding etc. It is important to be alert about problems faced by the consumers on account of such common malpractices such as:

## BLACK MARKETING

- Due to strikes of unions, truck drivers etc the consumer might not get certain products in the market.

Shopkeepers create artificial shortage in market by providing commodities and demand higher price from the consumers.

## DEFECTIVE WEIGHT MEASURES

- In order to weight less than what a consumer pays to the shopkeeper often adopt the following malpractices.

MRP means MY RETAIL  
PRICE Madam  
HAHA!!!

Don't Fool me. MRP  
is MAXIMUM RETAIL  
PRICE. ∴



Consumer's don't be misled  
NEVER PAY MORE THAN MRP!

- Use hollow bottom iron weights which weigh less than the genuine ones.
- Use irregular weights like bricks and stones instead of standard weights.
- Magnet is put under the pan of scale.
- Use weighing balance with wooden balance or beam that doesn't remain horizontal when pans are empty.
- Measures with a false bottom or dents are used to measure liquids like milk, oil etc.

## TOO MANY BRANDS

Markets are flooded with innumerable brands that it becomes difficult for a consumer to make right choice.

On television, a string of advertisement of the same commodity are shown, professing to be the best. This usually leaves the consumer confused.

## MISLEADING PACKING

Some manufacturers pack substandard products in packaging similar in size, shape, colour and

label of those of popular brands, so the consumer gets misleading. Any difference is assumed as a misprice by the consumer.

## ADULTERATION

- Food :- To earn profits, shopkeepers add stones, marble chips, brick powder etc. in cereals and spices and soon.
- Fabrics :- They may be made with a mixture of inferior yarns which shrink, fade when washed. They sell inferior fabrics and try to pass them as pure especially silk and wool.
- Medicines :- Expired and spurious medicines are sold by chemists.

## CONSUMER PROTECTION ACT

In the 1960's India was plagued with cases of black marketing, hoarding, inadequate weighing and food adulteration. These were the problems that affected the well being of the consumer. Consumer Protection Act 1986 has spelt out some

rights of consumers which enables them to fight against exploitation and seek legal remedies. It provides for a three-tier quasi-judicial system at the district, state and national levels.

## OBJECTIVES OF CPA

- To protect the welfare of consumers
- To provide speedy redressal
- To provide inexpensive redressal to the consumer grievances.

## FEATURES

- It covers all the sectors whether private, public or co-operative.
- There is a provision of charging a nominal fee for filing before the courts.
- Provides timely redressal - all cases to be settled within 90 days from the date of receipt of complaint or within 120 days.
- The complaint can be filed electronically or in consumer court at the place of residence.

Do you  
know your  
Consumer  
Rights?



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# CONSUMER RIGHTS

## RIGHT TO SAFETY

A consumer has the right to demand safe and be protected against all harmful products like adulterated food or unsafe electrical appliances. The consumer should buy products with standard marks. Buy reputed and branded products from reputed shopkeepers and authorized dealers.

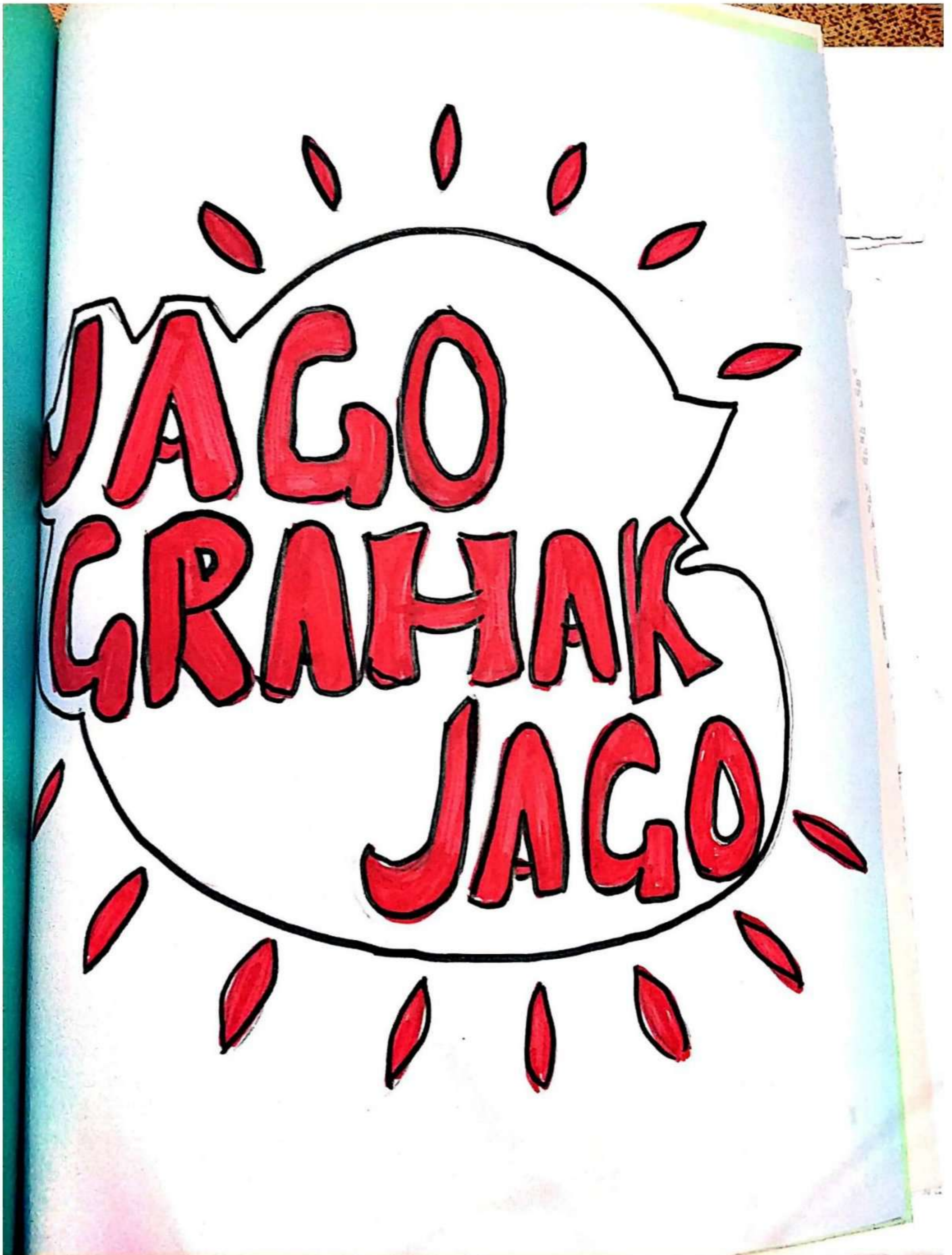
## RIGHT TO INFORMATION

This right mentions the need for consumers to be informed about the quality and quantity of goods being sold. They must be informed about the price of product and have access to other information specific to the product that they wish to consume.

## RIGHT TO CHOOSE



CONSUMER RIGHTS  
DAY  
15 March



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The consumer must have the right to decide between different products at competitive prices. Thus, the concept of decisions such information can help them to choose what to purchase, how much to purchase and at what price.

## CONSUMER FORUMS

Consumer forums or consumer protection council are organisations that help represent consumer interest. They guide consumers in the process of filing complaints in the court when they are exploited and also help in spreading consumer protection awareness.

A consumer court is where the cases are actually presented and heard. It follows a three-tier quasi-judicial system. District courts deals with cases upto 20 lakhs

A state level court deals with cases between 20 lakh - 1 crore, while national consumer court deals with claims that exceeds the value of 1 crore.

Caution Case Awareness  
Your Weapon Against  
False Misleading ad promise



" loose weight upto 15 kg in  
20 days "

" Buys 1 Get 1 free "

" International MBA in 6 months "

# CONSUMER MOVEMENT

Consumer protection is being incorporated in the courses at different levels in schools and colleges.

Set up a separate directorate called Directorate of Public Grievances at Sardar Patel Bhavan, New Delhi

## Responsibility of a Consumer

The consumer has the responsibility to protect himself or herself by -

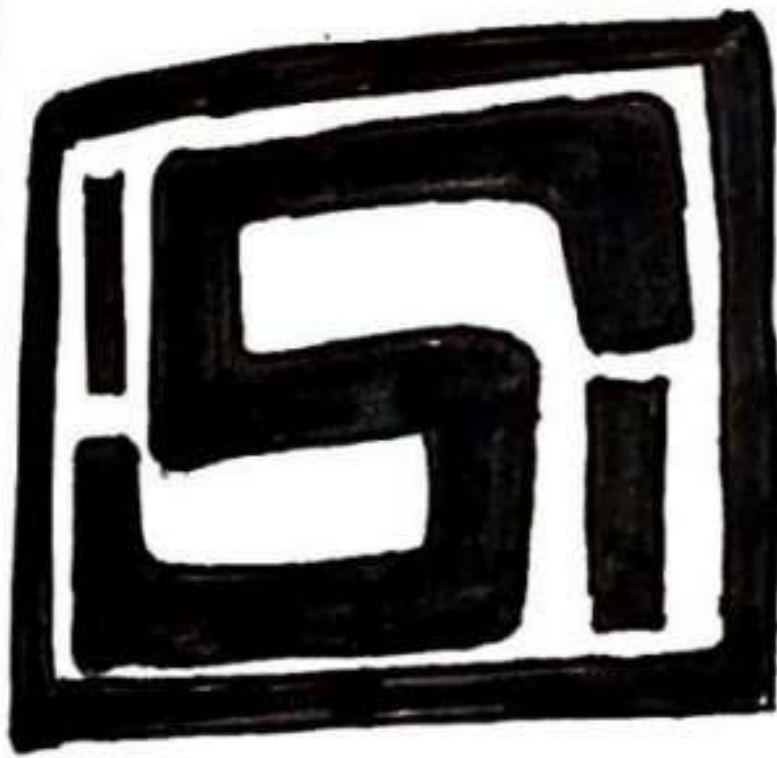
- shopping carefully and wisely.
- understanding the terms of sale.
- getting guarantee in written.
- saving receipts.
- asking questions at the point of sale.
- keeping informed about new products.



Hallmark



WOOLMARK



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Consumers should choose products with ISI mark and AG MARK.

## ISI MARK

Indian standard Institute. It is now known as Bureau of Indian standards. Under ISI Act of 1957, Bureau of Indian Standards has right to set standards for any product or produce. This includes almost all food products, electricity appliances, utensils and cosmetics food processing units gets ISI mark only if the processing environment is hygienic. Under PFC Act, it is essential for the manufacturer to use ISI mark ingredients only.

## AGMARK

This mark is set up by Directorate of marketing and inspection, Govt of India to cover various quality levels of agricultural commodities. Agmark certificate categorises commodities into various grade depending upon degree of purity. First Agmark standard was fixed for desi ghee. Then, turmeric, jeera, coriander, better, oil, rice, pulses, spices etc.