



**NOTES**

# SOCIAL SCIENCE

(ECONOMICS)

## CONSUMER RIGHTS



**REVISION NOTES  
CHAPTERWISE &  
TOPICWISE**

## Chapter 5: Consumer Rights

## Concepts Covered:

- |    |   |
|----|---|
| 1. | <b>The Consumer in the Marketplace</b><br>➤ Definition of Consumer  |
| 2. | <b>Consumer Movement</b><br>➤ Consumer's International  |
| 3. | <b>Consumer Rights</b><br>➤ Safety is everyone's right<br>➤ Information about goods and services<br>➤ RTI Act <ul style="list-style-type: none"> <li>• When Choice is denied</li> <li>• Where should consumers go to get Justice?</li> <li>• Learning to become well informed Consumers</li> </ul> ➤ ISI and Agmark |
| 4. | Taking the consumer movement forward  |
| 5. | <b>Mind Map</b><br>(Colourful & Interactive/ Complete All Concept Covered)  |
|    | Practice Questions (All Topics Available)   |

Future's Key

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## THE CONSUMER IN THE MARKETPLACE

People participate in the market both as producers and consumers. As a producer they sell their goods and provide services to the needy people.

Producers provide service in the sector like, agriculture sector or primary sector, secondary sector or manufacturing sector and service sector or tertiary sector.

As a consumer, a person purchase goods and services that he/she need.

Consumers exploited in the marketplace by the producers in various ways. In informal sector, borrowers are exploited by the moneylenders.

People borrow money from moneylenders at high rate of interest and also forced by the moneylenders to pay the loan timely.

In unorganized sector, people have to work at a low wage which is not fair.

Sometimes, consumers get less weigh than what they should get, and the producer also charged the price which is not maintained.

Some big companies are manipulated the market in various ways like, by passing false information about the product through media and other sources to attract consumers. So, there is a need for rules and regulations to ensure protection for consumers.



### Definition of Consumer

A consumer is the one who purchases the product for his/her own need and uses or consumes it. A consumer cannot resell the good, product or service but can consume it to earn his/her livelihood and self-employment.

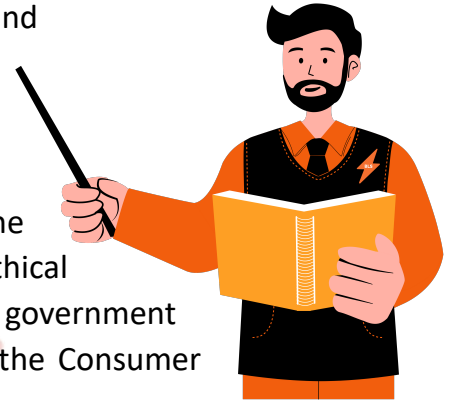
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## CONSUMER MOVEMENT

People were dissatisfied with the rampant production malpractices. There were no existing rules or regulations that penalised such behaviour among the public.

The consumer was responsible for making a thoughtful purchase, and they avoided buying from sellers/goods with whom they had a terrible experience. Consumer movements started because of widespread dissatisfaction with such practises.

The consumer movement as a "social force" in India arose from the need to safeguard and promote consumers' interests against unethical and unfair trade practises. As a result of all these efforts, the Indian government took a huge step forward in 1986. It is responsible for enforcing the Consumer Protection Act of 1986, also known as COPRA.



### Consumer's International

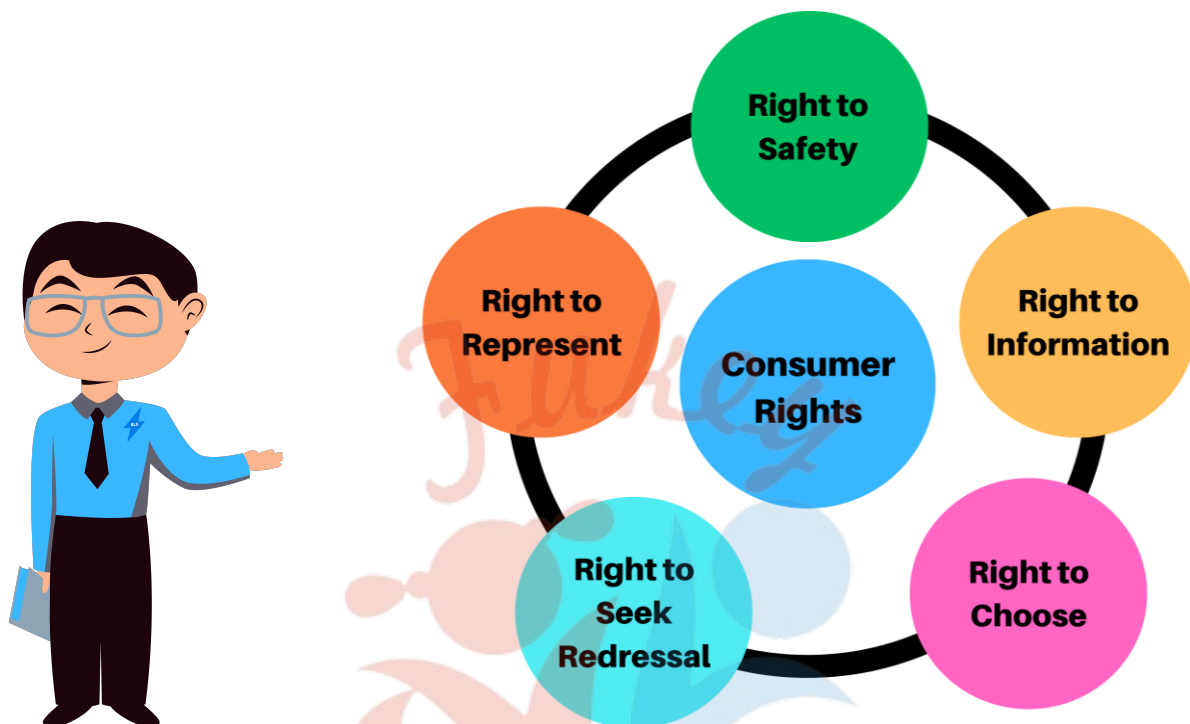
The UN Guidelines for Consumer Protection were adopted by the United Nations in 1985. This was a mechanism for countries to enact consumer protection laws, as well as for consumer advocacy groups to pressure their governments to do so. This has formed the cornerstone for consumer activism on a global scale.

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## CONSUMER RIGHTS

A consumer can enjoy several rights such as:



### Safety is everyone's right

There are many goods and services which are hazardous for the health and property. So, that goods and services require special attention to safety. Consumers have the right to be protected against the marketing of goods and delivery of services which are hazardous for the health and services. Producers also need to follow the required rules and regulations for safety of consumers.

### Information about goods and services

Manufacturer of goods and services should have maintained information about the ingredients used, price, batch number, date of manufacture, expiry date, the address of the manufacturer, directions for proper use' and information relating to side effects and risks associated with usage of that particular goods and services. Consumers have right to know about the details of that particular goods and services that they purchased.

### RTI Act

"Right to Information Act", was enacted by the government of India in October 2005. The objective of this act is to ensure its citizens all the information about the functions of government departments. There are three reasons for formation of "Right to information".



**CONSUMER RIGHTS****CONSUMER RIGHTS****1. When choice is denied**

When a consumer is not satisfied with Purchasing of a particular goods and services then he/she have right to deny the choice.

**2. Where should consumers go to get justice?**

When a consumer denies the choice. Then he/she has the right to seek redressal against unfair trade practices and exploitation. She/he has the right to get compensation depending on the degree of damage. For compensation she/he has to go consumer forums or consumer protection councils. This organization guide consumers on how to file cases in the consumer court.

A three-tier quasi-judicial machinery at the district, state and national levels was set up for redressal of consumer disputes, under Consumer Protection Act.

The district level court deals with the cases involving claims up to Rs 20 lakhs, the state level courts deal with cases between Rs 20 lakhs and Rs 1 crore and the national level court deals with cases involving claims exceeding Rs 1 crore.

When a case is dismissed in district level court, then consumer can appeal in state and then in National level courts. This act provides "Right to Represent" to the consumer.

**3. Learning earning to become well-informed consumer**

For well-informed the consumer about their rights, Consumer Protection Act has led to the setting up of separate departments of Consumer Affairs in central and state governments.

**ISI and Agmark**

ISI and Agmark is quality certification for many products like, LPG cylinders, food colours and additives, cement, or packed drinking water. It is compulsory for the producers to get certified by these organizations.



**CONSUMER RIGHTS****TAKING THE CONSUMER MOVEMENT FORWARD****TAKING THE CONSUMER MOVEMENT FORWARD**

The National Consumers Day is celebrated on 24<sup>th</sup> December. On this day, the Indian Parliament enacted the Consumers' Protection Act in 1986.



In India, there are over 700 consumer groups of which, unfortunately, only about 20-25 are well organized and functioning smoothly. Consumer movement can be effective only with the consumers active involvement. It requires a voluntary effort and struggle involving the participation of one and all.

**Problems with consumer movement:**

- The consumer redressal process is difficult and time consuming.
- Existing laws are not very clear on the issue of compensation to consumers.
- Law enforcement in unorganized sector is weak.
- Rules and regulations for market functioning are not followed.



