

CONSUMER AWARENESS: CONSUMER RIGHTS AND DUTIES

Abstract

The Consumer Protection Act was enacted in the year 1986 by the Government of India with the objective of enabling consumers to get their rights. According to this Act, a universal mechanism was created at every district, state and national level for quick redressed of consumer complaints. This chapter is a sincere attempt to justify consumer's rights and duties.

Keywords: Consumer, protection, universal, mechanism, complaints

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I. INTRODUCTION

The history of consumer organizations in the country begins with the Women's Consumers' Association, functioning since 1931 in Lucknow, with 370041 branches in rural areas and 481 branches in urban areas, it is currently the largest consumer organization. In 1966, The Consumer Society of India was formed by housewives and a few social workers to protect the consumer. In 1967, it was sponsored by the Planning Commission and set up Consumer Council of India with head office in Delhi to report or complain of fraudulent traders. By contacting the consumer association or its committee in big or nearby cities, they will direct such traders to Jyotish Sangh Institute near Pattar Kuva in Ahmedabad, It takes care of customers by accepting complaints and solving them by giving security. By making a written complaint against the trader, they take action against the trader.

Things to Keep in Mind While Making a Complaint

- Name, age and full address of the complainant
- Date of receipt of purchase service
- The amount paid by the buyer to obtain the service
- Bill vouchers, copies of receipts and copies of any transaction made

Consumer Protection Law

Government which as a regulator provides protection to the consumer under Indian Constitution which includes Equality Article 14 Consumer Policy Article 3) 39 (6) 39 (24) 39 or 43 and 47 1981 Section 19(6) Sections 301 and 304 of the Code of Conduct of Trade have been included in the interests of recourse to the High Court in cases of breach of rights of the consumer Sections 226 and 323 of the Indian Standards Institute 1952 require that goods bearing the ISI mark should be purchased from the shopkeeper to obtain a guarantee, warranty card and bill of purchasing the things.

Definition of Customer: “In today's age the consumer who purchases goods and facilities from the market is called” In Kikofer's view, the consumer is a voter who controls the quantity and quality of the goods his monetary vote produces.

II. RIGHTS OF THE CONSUMER

- 1. Security Right:** Protection against general sales that are dangerous to health or life Here the health or life of consumers is ensured, where safe products contain unspecified risks in the manufacturing process and inadequate after-sales services, this right protects against all these.
- 2. Right to Information:** The consumer has the right to be given all the information and facts about the quality, value, manufacture of the product so that he can make an informed purchase decision. The manufacturers and commercials mislead consumers with things like false advertising, false assurances, false labels, fake trademarks, and misguidance.

- 3. Right to Choose:** The consumer has the right to choose the right product at the right price, but when it is possible, when there is price control and competition in the market, he can return or complain about inferior goods.
- 4. Right to Compensation:** If the trader tries to cheat the consumer in any way and succeeds in his act and charges the consumer at high price and gives him low weight, adulterated or fake goods by showing the original, then the consumer has the right to seek compensation against the trader or the manufacturer. The security or the customer can go to the court and the action is heard in his favor and the customer is compensated by the court.
- 5. Right to a Healthy and Safe Environment:** Every consumer has the absolute right to live in an environment where there is a good balance between nature and human life where the quality of life of the consumer is constant and can lead a happy and joyful life if a person has any use that pollutes the environment by emitting dust and fumes. If the smelly gas is released, the consumer can file a complaint against the industrialist under the Consumer Protection Act.
- 6. Right to Consumer Education:** The aware and educated consumer provides momentum to businesses and industries Consumers need to be informed about various matters to protect their interests and rights and to make sound and informed decisions knowledge of product manufacturing process is required Consumers get the right quantity. For this, the government should make efforts to spread the knowledge and spread of consumer rights in every area of India, by giving information through different media, in addition to this, even if this education is made a part in schools, even if this education is made a part, awareness should be created about what are the rights of consumers as consumers. And through these efforts, consumer protection can definitely be achieved by various organizations. Indira Gandhi Open University has also introduced it in the curriculum. Apart from this, the Government of India also has the provision of funding for various educational programs, which funds are received through the Consumer Welfare Fund. Newspapers and magazines are also regularly featured in TV programmes.
- 7. Right of Representation:** Consumers should have this right in determining business policies, plans and implementing them in the interest of consumers. Consumers have the right to be represented in policy making in India. Government accounts approach consumer associations in decision-making. At the state level, district level and panchayat level Members of consumer associations have the right to be involved before making decisions on policy matters affecting consumers regarding public distribution problems Consumers have a right to representation
- 8. Right to Satisfaction of Basic Needs:** All consumers should have access to the means to meet their basic needs. Consumers should be protected from unethical and illegal interest, especially health care, food, shelter, essential services, employment, education, financial and investment services. The most important right of consumers is the right to basic needs. Government of India has started many schemes for people living below poverty line.

III. DUTIES OF CUSTOMER

- 1. Excellent Selection of Items:** A customer should always buy a quality product. The same products are available in different shops in the market but the product should be of good quality at the right price and should be purchased from a reliable shop with labeled packaging as far as possible.
- 2. Customer Should be Aware:** Consumers should be aware of their rights. If you are buying any product, the price is right. The quality of the product is excellent. There is no inferior product in the packaging. Consumers should be aware of their needs rather than being aware of the product.
- 3. Voicing for Valid Grievances:** It is the main duty of the consumers to provide as much cooperation as possible to the various government organizations, councils, and government and legal to protect their interests.
- 4. Establishment of Consumer Co-operative Bank:** Consumers can establish co-operative warehouses together with each other in which arrangements can be made to get high quality products at reasonable prices and financial assistance can be taken from the government and social organizations. . By it, the price can be controlled and the necessary goods can be delivered to the customers.
- 5. Consumer Precautions**
 - Never buy in haste, especially expensive items
 - Beware of false and misleading advertisements
 - Don't buy with confidence from any merchant. Correct information first get 4. Not compromising on the quality of goods and services

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