

Lesson-24

CONSUMER PROTECTION

Introduction

We shall learn about the concept and practice of consumer protection, the rights and responsibilities of consumers, legal provisions and mechanism for settlement of consumer grievances. Whatever we buy we pay for it and derive satisfaction from its consumption and use. But sometimes we do not feel satisfied with the product we buy. Therefore Consumer Protection is a measures adopted for the protection of consumers from unscrupulous and unethical malpractices by the business and to provide them speedy redressal of their grievances.

Important points from the text:

- 1.** Consumer is a person who buys goods or hires services to be used or consumed by himself/herself or by someone on behalf of the buyer. A consumer will get information of consumer rights and remedies through the Consumer Protection Organization.
- 2.** Consumer protections helps business to provide right quality product, increases social responsibility and prevents unfair trade practices. Consumer organizations and NGOs can play a vital role for consumer protection.
- 3.** Consumer organizations objectives: It will educate consumers about their right through published materials, exhibitions, seminars.
- 4.** The need for consumer protection arises:

- Protection from Exploitation
- Consumer Education
- Redressal of Complaints
- A Connecting Link
- Quality Life for consumer
- Ethical Obligations

- 5.** Reasons for consumer protection are:

- Social Responsibility
- Increasing Awareness
- Consumer Satisfaction
- Principle of Social Justice
- Principle of Trusteeship

- Survival and Growth of Business

6. Rights of a Consumer as given in the Consumer Protection Act 1986:

1. **The Right To Safety**
2. **The Right To Choose**
3. **The Right To Information**
4. **The Right To Be Heard**
5. **The Right To Redressal**
6. **The Right To Consumer Education**
7. **The Right For Basic Needs**
8. **The Right For Healthy Environment**

7. Responsibilities of Consumers shall include the following :

- Be quality conscious
- Collect proof of transaction
- Complaint for genuine grievances
- Proper use of product/services
- Consumers must be aware of their rights
- Beware of misleading advertisements
- Responsibility to inspect a variety of goods before making selection

8. Ways and Means of Consumer Protections :

- Lok Adalat
- Public Interest Litigation
- Awareness Programme
- Consumer Organisations
- Consumer Welfare Fund
- Legislative Measures
- Redressal Forums and Consumer Protection Councils

9. Consumer Protection Act 1986: The main objective of the Consumer Protection Act 1986 is to provide better and all-round protection to consumers and effective safeguards against different types of exploitation such as defective goods, deficient services and unfair trade practices.

Learn new points:

Learners Guideline Business Studies (319)

- ❖ Public Interest Litigation (PIL) is a scheme under which any person can move to the court of law in the interest of the society.
- ❖ Right to Seek Redressal : The consumers have been given the right of redressal of their grievances relating to the performance, grade, quality etc.
- ❖ Right to Consumer Education: It means the right to receive knowledge and skill to become informed consumer. In this direction the consumer associations, educational institutions and the policy makers can play an important part
- ❖ Lok Adalat : Lok Adalats are the effective and economical system for quick redressal of the public grievances.
- ❖ Consumer Protection Councils : Under the Consumer Protection Act 1986, a judicial system has been set up to deal with the consumer grievances and disputes at district level, state level and national level

Evaluate yourself

1. Mrs Sushma bought a cell phone in January 2020 with a warrantee period of 2 years. In June 2021 she noticed some defect and asked the company to rectify it. The company did not listen to his complaint. So guide her and explain the necessary action which she could take?
2. Your friend bought a Computer system from a computer shop. When she fitted the computer system at home, she discovered that it was not functioning. The shopkeeper now refuses to exchange the computer or return the money. Where and how can your friend file a complaint to get redressal of her grievance?

Maximize your marks

- Read the chapter carefully
- Go through the learning points
- Get into the little details of the above mentioned important points.