

DAV International School, Kharghar  
2020 - 21

Subject - Social Science

# CONSUMER AWARENESS

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10 A

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# PREFACE

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In the following pages, information about and related to consumers' rights and responsibilities have been comprehended.

Aside from the rights and responsibilities of the consumer, the laws to which companies have to abide by have been explained in perspective.

Moreover, the powers and functions of many Authorities have been assimilated and information about the Consumers Protection Act have also been incorporated.



## **ACKNOWLEDGMENT**

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A lot of Time and Effort has been made to create this project over the month of May and June 2021.

My Social Teacher, Puja Kedhekar Ma'am, has given me a lot of guidance throughout past month.

Many Paragraphs present in the next pages have been inspired by her teachings.



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# **INTRODUCTION**

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A "consumer" according to the Constitution of India means any person who buys goods; hires or avails of any service, but excludes a person who obtains goods or avails services for resale or commercial purposes.

A Product may be home-made in small quantities or mass produced by a corporate company.

Having numerous products of a same type present in the market pleads for consumer decision, which is why a consumer has to make the right decision of the product choice, for which consumer awareness comes into aspect.



# CONSUMER AWARENESS

Consumer Awareness is an act of making sure the buyer or consumer is aware of the information about products, goods, services, and consumer rights.

Consumer awareness is important so that buyer can take the right decision and make the right choice. Consumers have the right to information, right to choose, right to safety, etc. It safeguards the consumer from getting led to misleading advertisements, unsafe products, overcharging and unweighing, etc., performed by immoral businessmen. There are certain consumer rights given by the Constitution. Along with rights, consumers also have responsibilities to fulfil.

More about consumer rights, responsibilities and consumer awareness in detail is presented in next pages.



# CONSTITUTION OF INDIA

## भारतीय राज्यघटना



# CONSUMER RIGHTS

The definition of Consumer Rights is 'the right to have information about the quality, potency, quantity, purity, price and standard of goods or services', the consumer is to be protected against any unfair practices of trade. It is very essential for the consumers to know these rights.

- Rights to Safety.

The consumer should be protected against harmful products that may hamper their safety or be hazardous to their health.

- Right to Information

A consumer should be informed about the product and the list of the contents of the product should be listed on the packaging. No false information should be displayed or advertised to the customers.



# CONSUMER RIGHTS

- Right to Choose

A consumer should not be forced to select a product, instead should be convinced to buy a product. Also, a customer shouldn't be blind sighted.

- Right to be Heard

If a consumer is dissatisfied with the product purchased, they have a right to file a complaint against it. The complaint must be addressed in an appropriate time frame.

- Right to Seek Redressal

The consumer has the right to get the product replaced, compensated or get the amount back if they are unsatisfied with it.

- Right to Consumer Education

Consumer has the right to know all the information about the product and should be made well aware of the rights and responsibilities of them by the government.

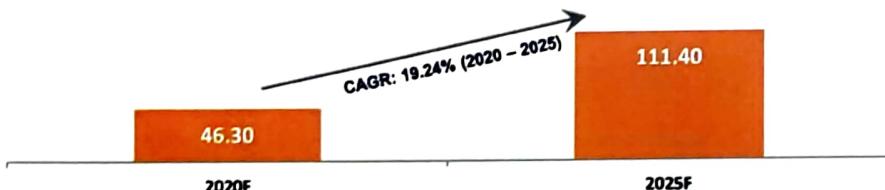


# E-COMMERCE



## MARKET SIZE

Gross Value Added By E-Commerce Sectors (US\$ billion)

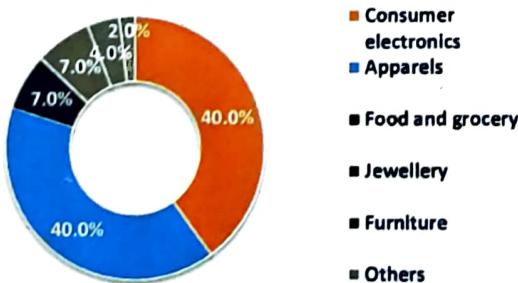


Note: F – Forecast



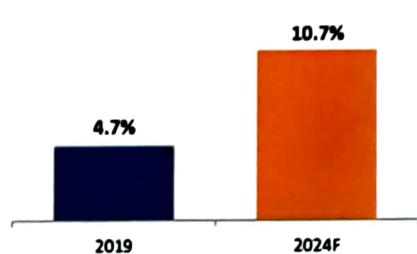
## SECTOR COMPOSITION

Shares of Various Segments in e-commerce Retail by Value (2020)

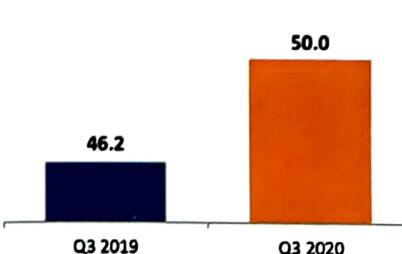


## KEY TRENDS

Online Retail vs. Total Retail



India's Smartphone Shipments (million)



## GOVERNMENT INITIATIVES

### Government e-Market Place (GeM)

### National Retail Policy

### Consumer Protection Rules 2020

- Growing demand:** India's e-commerce order volume increased by 36% in the last quarter of 2020, with the personal care, beauty & wellness (PCB&W) segment being the largest beneficiary. Driven by beauty and personal care (BPC), India's live commerce market is expected to reach a gross merchandise value (GMV) of US\$ 4-5 billion by 2025. Due to a surge in e-commerce, annual warehousing transactions in the top eight Indian cities will increase to 76.2 million sq. ft. by March 2026, up from 31.7 million sq. ft. in 2021.
- Increasing investment:** The rise in digital literacy has led to an influx of investment in E-commerce firms, levelling the market for new players to setup their base, while churning out innovative patterns to disrupt old functioning.
- Policy support:** 100% FDI is allowed in B2B e-commerce. As per the new guidelines on FDI in E-commerce, 100% FDI under automatic route is permitted in the marketplace model of E-commerce.
- Attractive opportunities:** Despite depressed consumer spending, economic slowdown and uncertainty created due to COVID-19, e-commerce players are expecting strong sales growth in 2021. Online grocery, e-pharmacy and social commerce are expected to see a bulk of the action in 2021.



## ADVANTAGE INDIA

# E - COMMERCE

The E-Commerce market has attracted billions of US Dollars in investments from retail giants like Amazon and Walmart, even though less than 4.7% of total retail was carried out on the platforms in the year of 2019.

These investments sure do benefit the Indian Market, but the giant companies wouldn't act pure and put profits aside for public welfare. To counter these foreign direct investments from exploiting the local businesses, the E-Commerce draft and the new Consumer Protection Act.

## DATA

Data is a valuable resource for any individual, corporation or a government. Business models of companies are increasingly centered around data. Targeted advertisements, personalized recommendations and data-strategies as a means to attain competitive advantage by corporations are some ways value has been attached to data. The new Consumer Protection Act of 2019 gives the users the ownership of their data and prevents any platform or service from its usage without the user's consent.

amazon.com®

Walmart



# GOVERNMENT POLICIES

There are two major types of E-commerce models used in a hybrid format by different platforms.

Marketplace model where the E-commerce entity acts as a mere platform between a business and a buyer. In this case the business owns the products and when ordered by the buyer are delivered by the entity to the buyer or the customer for a relatively low percentage of commission.

Inventory model where E-commerce entity is either a seller or a reseller of the product.

In this case the entity buys the product in bulk at a discounted price and sells it to the buyer at the marked-up price which results in higher profits.

One of the introduced policies was that,

"A single seller can have only 25% of the total sales on a E-commerce platform."

Cloudtail India, a company formed by Amazon to carry out the Inventory model in India had almost 47% of total sales share on Amazon India. Due to the introduction of this policy their profit has taken a huge hit.

# CENTRAL CONSUMER PROTECTION AUTHORITY



2017 THIS IS WHAT HAPPENS  
IN AN INTERNET MINUTE



# CCPA

The Central Consumer Protection Authority has been made the regulatory authority to protect, and enforce the rights of the consumers under the Consumer Protection Act, 2019. The CCPA has been given wide range of powers ranging from right to recall products to file class action suites and impose penalties.

## Responsibilities of a Consumer

- They should be aware of their rights under the Consumer Protection Act and should practice the same in case of need.
- They should be well aware of the product they are buying and act as a cautious customer.
- If in case a product is found of anything false or not satisfactory a complaint should be filed.
- The consumer should always ask for a Cash Memo while purchasing a product.
- A customer should check for standardization marks like ISI or Hallmark etc..

## Quality marks

• AGMARK



• ISI



• FPO



• BIS



fssai

# STANDARDISATION AUTHORITIES

## BIS

The Bureau of Indian Standards is a Standardisation authority of India Under the Department of Consumer Affairs.

One of the major function of the BIS is the formulation, recognition and promotion of Indian Standards.

After being certified by BIS they print the Standard's mark or in some cases they print an ISI mark.

## FSSAI

FSSAI, which stands for Food Safety and Standards Authority of India, is a governmental organisation, formed under the Ministry of Health and Family Welfare, which sets the standards and regulates the quality of food during manufacturing, packaging or selling. It also provides licenses to restaurants if they file their returns every year.

Consumers should look for FSSAI marks on products and eat at licensed restaurants to ensure that they get quality food, manufactured or cooked in hygienic conditions.

## ISO

The International Organisation for Standardisation, is a Non-Governmental Organisation, established in 1946 in London which aims to make people's lives better and releases standards for a wide variety of fields.



# **CONCLUSION**

An average consumer in Urban India has been aware of his or her rights whereas, the awareness of a rural consumer has been comparatively low but, the pace of awareness has increased since the internet boom of 2016.



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## Teacher's Assessment

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Teacher's Sign

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School Stamp

