



CONSUMER AWARENESS

SOCIAL SCIENCE PROJECT

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Class & Section : 10 - SRG

JAGO
GRAHAK
JAGO

NO, NO, IT
PROOF OF
PURCHASE!

WORLD
CONSUM
RIGH



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Who is a Consumer?



* Any individual who purchases products or services for his personal use and not for manufacturing or resale is called a consumer.

* A consumer is one who is the decision-maker whether or not to buy an item at the store or someone who is influenced by advertisement and marketing. Every time someone goes to a store and buys something, they make a decision as a consumer.

* Consumers refers to a person who purchases some goods for a consideration that has been either paid or promised to pay or partly paid and partly promised.

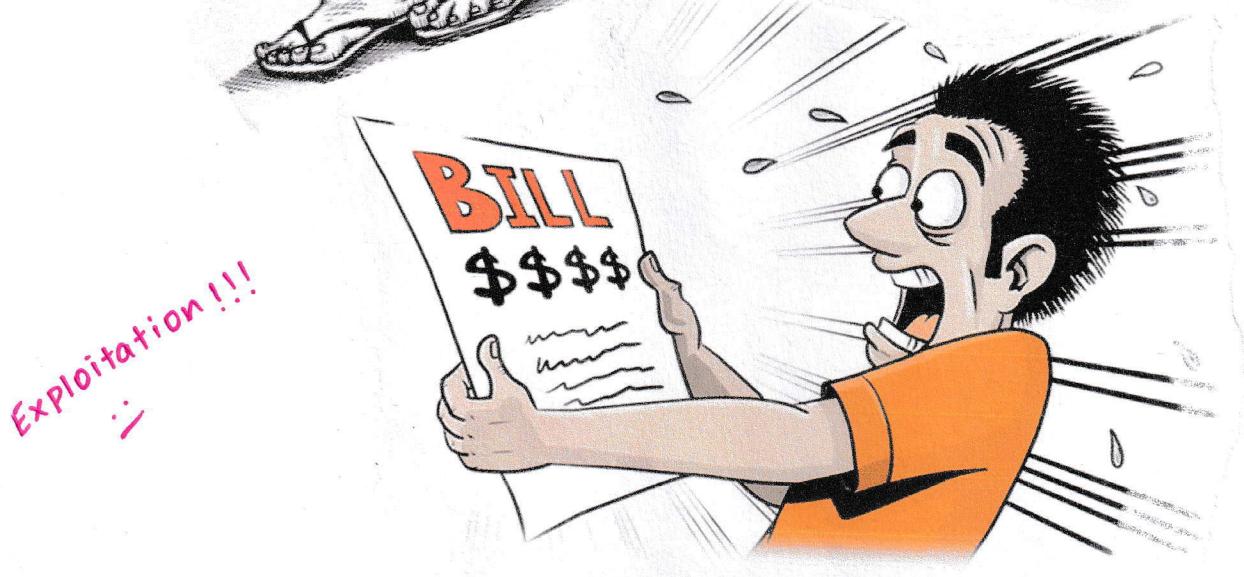
• According to the Act, a consumer's definition is who :

- ↳ Buys goods or hire any services
- ↳ uses goods and services to earn a livelihood by self-employment.

FRAUD

-CONSUMER EXPLOITATION-

SCAM alert!!!

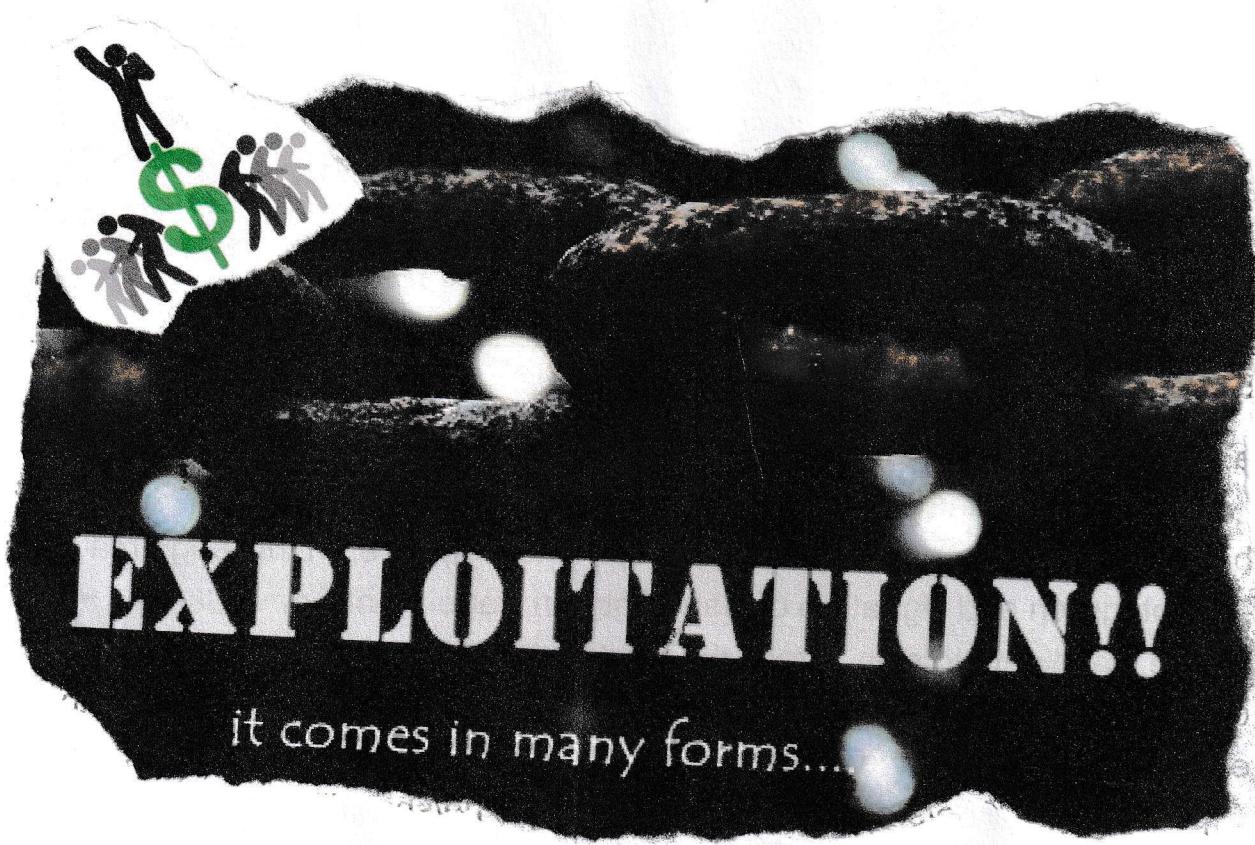


* Consumer exploitation is a situation in which a consumer is cheated or given false information by the producer.

* Large companies with huge wealth, power and reach, can manipulate the market in various ways.

* At times they pass on false information through the media, and other sources to attract consumers.

Forms of consumer exploitation



* Some of the common methods adopted by the manufacturers and traders to exploit the consumer are as follows :

- Underweight or undermeasurement.
- Goods or services of substandard quality.
- Overpricing.
- Articles harmful for health.
- Unsatisfactory after sale services.
- Sale not in accordance with predetermined condition.
- Scarcity in service sector.
- Rough behaviour with the consumer.
- Creating in choice.
- Faulty equipments.
- Artificial Scarcity.
- Incomplete or Insufficient information.

CONSUMER RIGHTS

Right of safety :-

consumer should be protected against the product that hampers their safety. The protection must be against any product which could be hazardous to their health.

Right to information :-

The product packaging should lists the details which should be informed to the consumer.

Right to choose :-

They should not be forced to select the product. A consumer should be convinced of the product he is about to choose and should make a decision by himself.

Right to Heard :-

If a consumer is dissatisfied with the product he purchased they have all the right to file a complaint against it.

Right to Seek Redressal :-

If a product is unable to satisfy them, then they have the right to get the item replaced / compensate / refund.

Right to consumer Education :-

consumer has the right to know all the info. and should well aware of rights & responsibilities of the govt.



CONSUMER RESPONSIBILITIES



Consumer Rights & Responsibilities



Social Responsibility

[sō-shəl ri-ˌspän(t)-sa-ˈbi-la-tē]

The principle that, in addition to pursuing profit generation, corporations should strive to act in a way that positively affects society and the world.

Responsibilities to be aware

- A consumer has to be mindful of the safety & quality of products & services before purchasing

RESPONSIBILITY TO COMPLAIN

- It is to express and file a complaint about their dissatisfaction with goods or service in a sincere & fair manner.

Responsibility to speak out.

- Buyers should be fearless to speak out their grievances & tell traders what they exactly want.

Responsibility to be an ethical consumer

- They should be fair & not engage themselves with any deceptive practice

Consumer

Responsibility to think independently

- consumer should be well concerned about what they want and need and therefore make independent choices.

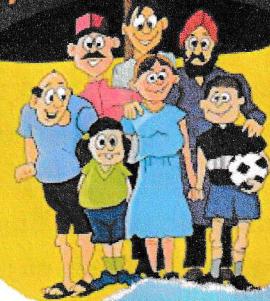
Responsibility

CONSUMER awareness

An Awa Consumer

Noteworthy Personal Experiences of an

CONSUMER PROTECTION



Wake up CONSUMERS

Be aware. Be safe.

Assure Quality
Always check
what it
contains & in what
proportions.

Make sure that
the product is
not expired.

उत्तराखण्ड
DEPARTMENT OF
CONSUMER AFFAIRS

Consumer Awareness (SIC)

Objectives

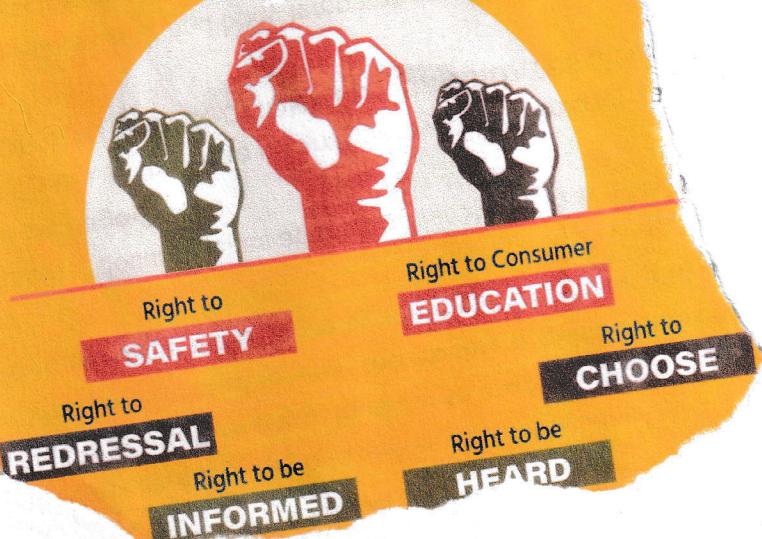
Organize consumer
awareness programmes,
workshops, seminars

Spread consumer
education on
rights & duties
of consumers

Protect and
promote the rights
of consumer

Partnering with
NGOs & law enforce-
ment to promote
consumer rights

Know YOUR RIGHTS



* consumer awareness is a demonstration of ensuring the purchaser or buyer knows about the data & information about items, products, administration and buyers privileges .

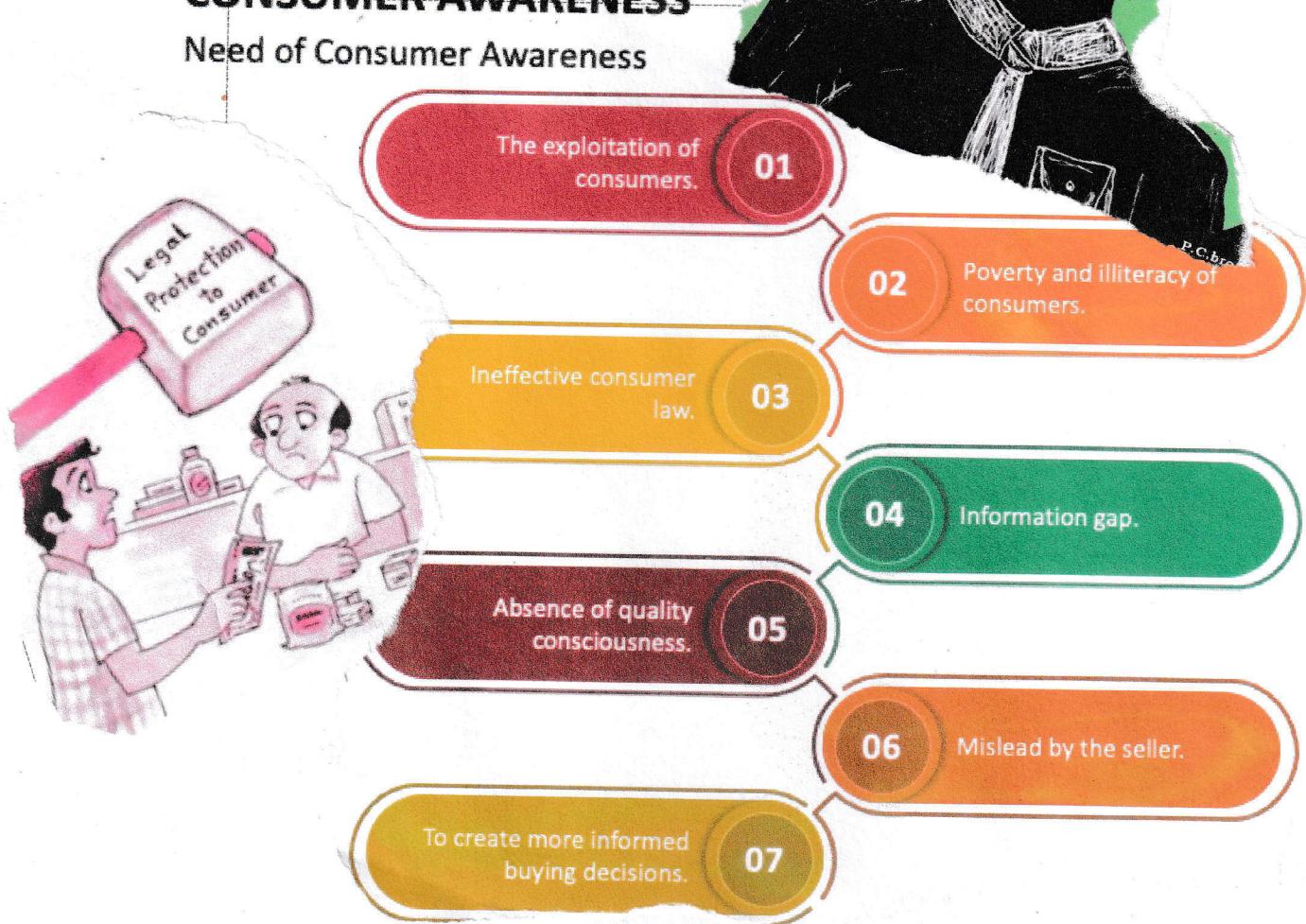
* consumer awareness is significant with the goal that purchasers can settle on the best choice & settle on the ideal decision.

NEED OF

CONSUMER - AWARENESS

CONSUMER AWARENESS

Need of Consumer Awareness



- * Consumer is exploited in many ways. Many of them are illiterate. sellers try to shift the responsibility of the product / service on the buyer.
- * They plea that the buyer should be aware when he buys the goods.
- * It is the responsibility of the buyer to check the goods while purchasing it.
- * Need of consumer awareness is spread all over the world and accepted by everyone.

CONSUMER-AWARENESS in I-N-D-I-A

Wise consumers = fairer trade



* Consumer Awareness is the process of making the consumer of goods and services aware of his rights. It involves educating a consumer about safety, information & the redressal options available to him.

↳ In INDIA,

* One of the most imp. consumer awareness campaign in recent times has been the "Jago Granak Jago" campaign. You must have certainly come across it. It is a great example of successful consumer awareness.

Jago
Grahak
Jago



NO, NO.
PROOF
PURCHA

Department of Consumer Affairs,
Ministry of Consumer Affairs,
Food and Public Distribution
Government of India

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मेरी सरकार

Survey on

JAGO
GRAHAK
JAGO

JAGO
GRAHAK
JAGO



Ministry of Consumer Affairs,
Food and Public Distribution
Government of India

* Jago Grahak Jago is a government-sponsored programme that raises consumer awareness through print, media advertisements, audio campaigns and video campaigns. Through such campaigns, the govt. raises public awareness about common shopping mistakes and encourages people to shop wisely.

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