

# NIOS lesson adaptation project

by  **Embrace** Volunteers  
The power within you!

(A community initiative of Harchan Foundation Trust)

## CHAPTER -18

# CONSUMER PROTECTION

This project is aimed at supporting children with different needs. Information provided is adapted to the best of knowledge by the volunteers. For complete information please refer to the NIOS resources in <https://www.nios.ac.in/online-course-material/secondary-courses.aspx>.

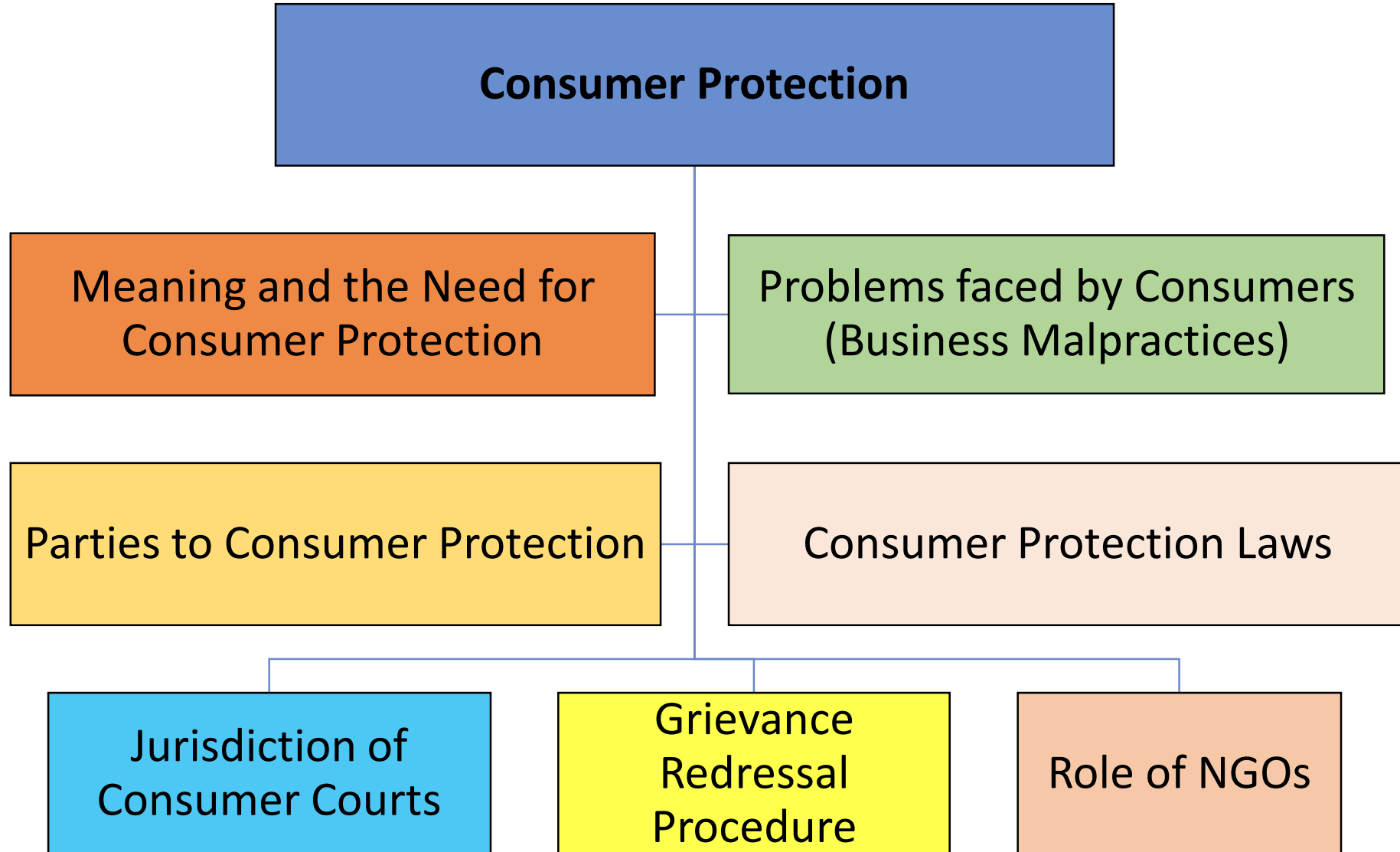
# KWL Chart

<b>K</b> - What does the child <b>KNOW</b>	<b>W</b> - What does the child <b>WANT</b> to know	<b>L</b> - What has the child <b>LEARNT</b>
	Meaning and need of consumer protection	
	Problems faced by consumer (business malpractices)	
	Parties to consumer protection	
	Laws related to consumer protection	
	Jurisdiction of consumer courts	
	Procedure for consumer grievance redressal	
	Role of non-government organisations in consumer protection	

# Meanings

NEW WORD	MEANING
<b>Jurisdiction</b>	The extent and area of power
<b>NGO</b> (Non-government organisation)	Organisations which work for the welfare of the people. Not for profit purpose.
<b>Grievance</b>	Cause of loss, injury or sadness
<b>Redressal</b>	remedy or compensation for a wrong or grievance.
<b>Accredited</b>	Authorized
<b>Malpractices</b>	Wrong doings

# Mind Map



# Meaning of Consumer Protection

**Consumer protection** refers to the steps to be taken to **protect consumers** from **business malpractices**.



# Problems Faced by Consumers (Business Malpractices)

**Adulteration**

**Sale of Spurious  
Products**

**False Weights and  
Measurements**

**Sale of Duplicates**

**Hoarding and Black  
Marketing**

**Tie-in-Sales**

**Useless Gifts**

**Misleading  
Advertisements**

**Sale of Sub-  
standard Goods**

### OBSERVE AND TEST WHAT YOU EAT

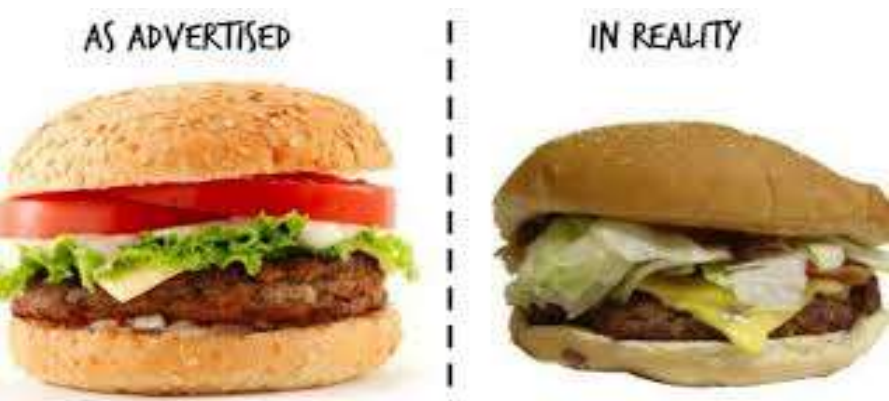
Here are simple ways you can check if the food you eat has been adulterated

<b>BANANAS</b> <b>ADULTERANT</b> Calcium Carbide (CaC <sub>2</sub> ), to ripen the fruit <b>HOW TO DETECT</b> If the stem of banana appears green, instead of a shiny yellow, it has probably been ripened by CaC <sub>2</sub> <b>HEALTH EFFECTS</b> Carcinogenic, can harm digestive system and liver	<b>APPLES</b> <b>ADULTERANT</b> Wax coating <b>HOW TO DETECT</b> The apple will appear very glossy and shiny. It could have slight scratches and you may notice a thin layer peeling off, which is the wax <b>HEALTH EFFECTS</b> Can harm the digestive system. Can also lead to ulcers and gastric problems.	<b>MANGOES</b> <b>ADULTERANT</b> CaC <sub>2</sub> , to ripen the fruit <b>HOW TO DETECT</b> If the colour of the mango is uniform, or if you find dark green patches around the mangoes on the surface where they are kept <b>HEALTH EFFECTS</b> Can lead to headache, dizziness, nausea and neurological problems.	<b>CHILI POWDER</b> <b>ADULTERANT</b> Brick powder <b>HOW TO DETECT</b> Add a small amount of chili powder in water. The brick powder will settle and the pure chili powder will float <b>HEALTH EFFECTS</b> Can cause loss of vision, respiratory and digestive problems
<b>COMMON SALT</b> <b>ADULTERANT</b> White chalk <b>HOW TO DETECT</b> Stir a small amount of salt in water. If there is chalk, the solution will turn white and other insoluble impurities will settle <b>HEALTH EFFECTS</b> May lead to appendicitis.	<b>TEA LEAVES</b> <b>ADULTERANT</b> Coal tar dye <b>HOW TO DETECT</b> Scatter sample on moistened blotting paper. Appearance of colour spots after 5 minutes shows presence of adulterant. <b>HEALTH EFFECTS</b> Carcinogenic and extremely poisonous.	<b>ICE CREAM</b> <b>ADULTERANT</b> Washing powder <b>HOW TO DETECT</b> Take a sample and add drops of lime juice. If froth or bubbles develop on the sample, then it shows presence of washing powder <b>HEALTH EFFECTS</b> Can cause severe stomach and liver disorders	
<b>GREEN VEGETABLES</b> bitter gourd, green chilli <b>ADULTERANT:</b> Malachite Green <b>HOW TO DETECT</b> Take a small portion and place it on moistened white blotting paper. The impression of colour on paper shows the use of adulterant. <b>HEALTH EFFECTS</b> Carcinogenic if consumed over a long period of time.			

GRAPHIC TEXT: SANJANA BHALLARA, VAISHNVI BHADURIA  
PHOTO: THINKSTOCK

## Adulteration

## Duplication



## Misleading Advertisements



## False Weights



# Problems Faced by Consumers (Business Malpractices)

## 1. Adulteration

Adding something inferior to the product being sold.  
For example, adding kerosene in petrol.

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## 2. Sale of Spurious Products

Selling something of no value instead of the real product.  
For example, selling plain water in the place of distilled water.

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## 3. False Weights and Measurements

Using weights and measures with false markings. For example:

- Weights have a hollow or a false bottom
- Shopkeepers using stones instead of proper weights

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## 4. Sale of Duplicates

Products which are not original, but have marks of an original product.

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## 5. Hoarding and Black Marketing

Essential commodities are stored away to create **artificial scarcity**. Then, these commodities are sold at **higher price**.

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# Problems Faced by Consumers (Business Malpractices)

## 6. Tie-in-Sales

Sellers making it compulsory to buy an unnecessary product along with a necessary product.

For example: Seller telling that it is compulsory to buy gas stove along with a new gas connection.

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## 7. Useless Gifts

Sometimes gifts and coupons given by sellers have no immediate value.

For example: Sellers giving coupons that can be used at next big purchase only

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## 8. Misleading Advertisements

Advertisements which give false information about the quality, efficacy and working about a product.

For example: Fairness creams claiming to make the skin white in color.

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## 9. Sale of Sub-standard Goods

Sale of goods which do not conform to prescribed quality standard particularly for safety.

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# Need for Consumer Protection

Consumers need to be protected from business malpractices because:

1. Consumers lack awareness about their rights.
2. Consumers cannot test the quality of products always. For example, we cannot test the petrol quality every time we fill our vehicle's tank.
3. Consumers buy goods based on their beliefs. For example the belief, "all imported goods are of high quality" is not correct always.
4. Consumers are influenced by false and misleading advertisements.

# Parties to Consumer Protection

Who are all part of (parties to) consumer protection.

## Parties to Consumer Protection

### Consumer

Consumers should be aware of their rights and responsibilities.

### Seller

Sellers should refrain from malpractices.  
Sellers should pay attention to consumer complaints.

### Government

Government should listen to the voice of consumers.  
Government should enforce consumer laws efficiently.

# Consumer Protection Laws

Agricultural  
Products (Grading  
and Marketing) Act,  
1937

Industries  
(Development and  
Regulation) Act,  
1951

Prevention of Food  
Adulteration Act,  
1954

Essential  
Commodities Act,  
1955

The Standards of  
Weights and  
Measures Act, 1956

Monopolies and  
Restrictive Trade  
Practices Act, 1969

Prevention of Black-  
marketing and  
Maintenance of  
Essential Supplies  
Act, 1980

Bureau of Indian  
Standards Act, 1986

Consumer  
Protection Act,  
1986

# Consumer Protection Laws

## 1. Agricultural Products (Grading and Marketing) Act, 1937

The agricultural products must be graded and stamped with **AGMARK** seal. Agricultural marketing department of the Government.

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## 2. Industries (Development and Regulation) Act, 1951

This Act provides for control over production and distribution of manufactured goods.

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## 3. Prevention of Food Adulteration Act, 1954

- This Act provides for severe punishment for adulteration of food articles.
  - Food inspectors are appointed and they have powers to take samples and send them for analysis.
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# Consumer Protection Laws

- |  |  |
|--|--|
| <b>4. Essential Commodities Act, 1955</b>                      | Government has the power to declare any product as essential commodity.<br>Action is taken if essential commodity is hoarded and black marketed.   |
| <b>5. The Standards of Weights and Measures Act, 1956</b>      | This Act provides for the use of standard weights and standard measures of length throughout the country.<br>' <b>Metre</b> ' has been specified as the primary unit for measuring length, and ' <b>kilogram</b> ' as the primary unit for measuring weight. |
| <b>6. Monopolies and Restrictive Trade Practices Act, 1969</b> | Consumers and consumer groups can exercise their right of redressal by filing complaints relating to restrictive and unfair trade practices  |

## Consumer Protection Laws

### 7. Prevention of Black-marketing and Maintenance of Essential Supplies Act, 1980

Persons who may get involved in black marketing are detained to ensure supply of essential commodities.

### 8. Bureau of Indian Standards Act, 1986

Certifying quality of goods through BIS certification  
Goods with BIS certificate can print ISI standard mark on their products.

Consumers can complain to public grievances cell

### 9. Consumer Protection Act, 1986

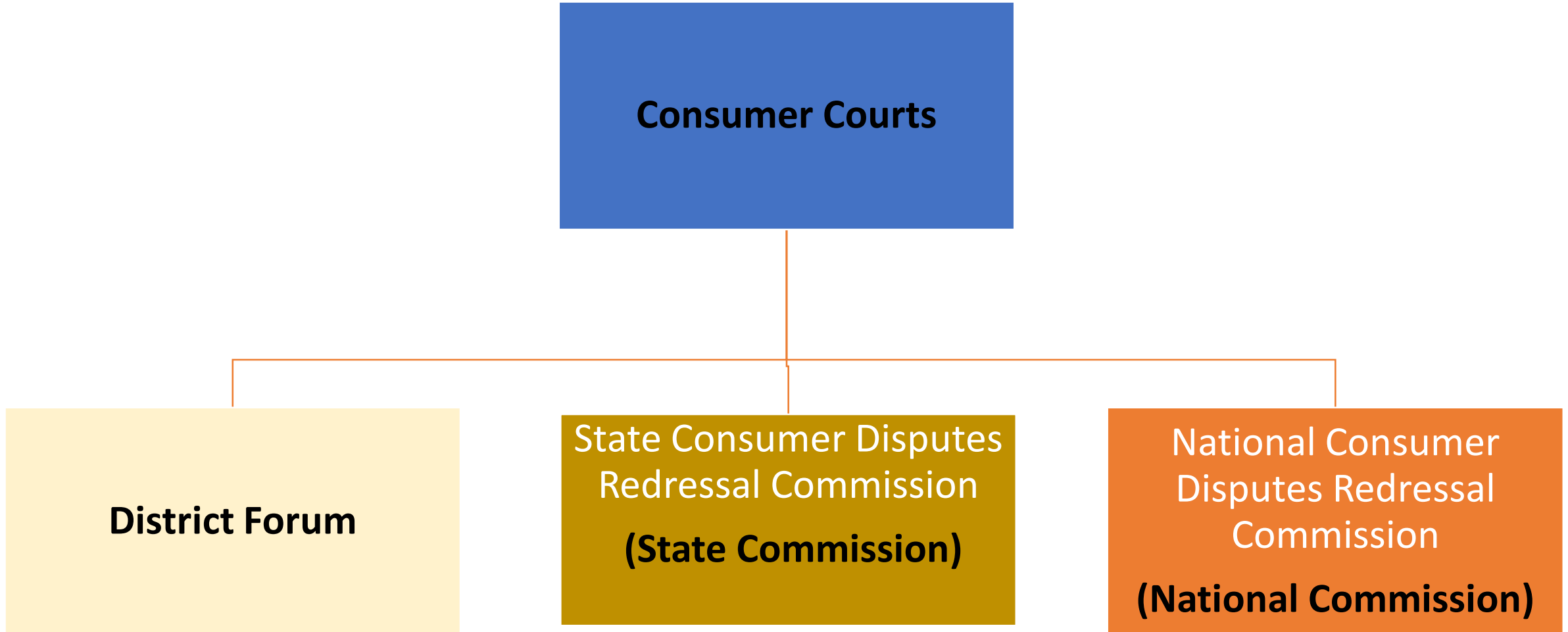
Consumers can seek legal remedy for unfair practices in selling of both goods and services.  
Consumer protection councils are made available at both state and national level

Consumer courts resolve consumer complaints



# Types of Consumer Courts

**There are three types of consumer courts in India:**



# Jurisdiction of Consumer Courts



## District Forum

If the value of goods, services and claim is **less than Rs 20 Lakhs**



## National Commission

If the value of goods, services and claim is **more than Rs 1 Crore.**

**OR**

Appeals against the orders of any State Commission

## State Commission

If the value of goods, services and claim is **between Rs 20 Lakhs and Rs 1 Crore.**

**OR**

Appeals against the orders of any district forums within the state



# Consumer Grievance Redressal Procedure

Fill the details in the complaint form (Names, description of the complaint etc)



Attach the necessary documents



File the complaint in district, or state, or national court, as per jurisdiction



Pay the nominal fee

# Points to Remember While Filing the Complaint

1. Complainant or authorized agent can file the complaint.
2. Complaint can be sent by post also.
3. Five (5) copies of the complaint must be filed.
4. Complaint should be filed **within two years** from the date on which the grievance arose.
5. Consumer court resolves the complaint within 3-5 months.
6. Consumer court may order removal, replacement, refund or compensation depending on the nature of complaint.

# Role of Non-government Organizations

**NGOs help in consumer protection through following ways:**

Create awareness about consumer protection through seminars, workshops, and journals

Provide legal support

Help in testing the quality of products in accredited labs

Carry consumer voice to government

File Public Interest Litigation (PIL) to enforce consumer rights

# List of Volunteers

## Embrace-NIOS lesson adaptation project

(A community initiative of Harchan Foundation Trust)

**Mentors ( Volunteers ) :** Banu Arjun, Hema Bhatia, Indumathi , Kalpana Sankar, Priya Balasubramanian, Renu Goyal, Sowmya Srikumar, Viraja.

### Special educator/Parent Volunteers:

Beverly Sujit ,Chantelle Saldana, Gayathri,Haritha Meda,Jaishree Muralidharan, Madhushree Bhat, Meenakshi, Nisha Narayanan, Pavithra, S. Arjun , Savita Sharma Bhardwaj, Sathyabhama Naryanan, Selvarani, Shakkeela Narikkoottungal, Shweta Taneja, Sucharitha Karthik, Suja Varghese, Sunitha R , Rohitesh Sharma , Tinu Anna Sam.

"volunteers don't necessarily have the time, they just have the **HEART**."

~ elizabeth andrew

Thank You  
Volunteers.

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