

## University of Kota ,kota

### SEC - CONSUMER AWARENESS

Consumer Awareness is the process of making a buyer aware of information regarding products, goods, services, and consumer rights. It ensures consumers can make informed decisions and are not exploited by unfair trade practices.

#### Objectives of Consumer Awareness

The primary objectives of consumer awareness are to protect consumers and empower them in the marketplace

- **Protection against Exploitation:** To save consumers from unfair practices like overcharging, adulteration, under-weighting, and misleading advertisements.
- **Empowerment through Knowledge:** To educate consumers about their rights, such as the right to safety, information, choice, and redressal.
- **Informed Decision Making:** To enable consumers to choose the best product by understanding quality standards (like ISI, AGMARK) and comparing prices.
- **Legal Awareness:** To teach consumers how to use legal tools and consumer courts (e.g., National Consumer Helpline) to resolve disputes.
- **Promoting Quality Consciousness:** To encourage consumers to demand high-quality goods and services

#### Outcomes of Consumer Awareness

When consumers are aware and educated, the following outcomes are achieved:

- **Reduced Exploitation:** Consumers are less likely to fall prey to scams, frauds, or unsafe products.
- **Active Participation in the Market:** Consumers become vigilant and actively question unfair practices.
- **Safe and Honest Market Culture:** It fosters a healthy, competitive, and transparent economy where sellers are accountable.
- **Empowered Consumers:** Consumers feel confident in exercising their rights and filing complaints if they receive sub-standard goods or services.
- **Sustainable Consumption:** Educated consumers make better choices that are safe for both them and the environment.
- **EXAMINATION SCHEME :** For the Session 2025-26 the examination of Skill Enhancement Courses( SEC) will be of 50 marks . The pattern of examination for students shall consist of a single Multiple - Choice Question (MCQ) paper based on OMR ,with a duration of 1:30 minutes . There will be a total of 50 questions ,with 10 question form each unit . All question are mandatory to attempt. Passing marks for UG is 40 percentage

## CONSUMER AWARENESS

### UNIT I - Introduction

**Definition of a Consumer:** Who is a consumer?

(Any person buying goods/services for personal use).

**Need for Awareness:** Why do we need it? Protection from overcharging, low quality, and false advertisements.

**"Jago Grahak Jago":** The motto of Indian consumer awareness

### UNIT II - Consumer Rights

**Right to Safety:** Protection against dangerous goods.

**Right to Information:** Details about price, quality, quantity, and purity.

**Right to Choose:** Access to a variety of products at fair prices.

**Right to be Heard:** Right to file a complaint

**Right to Consumer Education:** Awareness of rights.

### UNIT III- Rights are protected only when responsibilities are fulfilled**Check Quality:**

**Look for standard marks** like ISI, Agmark, Hallmark.

**Ask for Cash Memo:** Essential for filing a complaint.

**Read Labels:** Check MRP, expiry date, and ingredients.

**Report Complaints:** Don't ignore small exploitation

### UNIT IV -Redressal Mechanism

**Three-Tier Court System:** District Forum, State Commission, National Commission.

**E-Daakhil:** Filing complaints online.

**National Consumer Helpline:** Number: 1915 (Jago Grahak Jago)

### UNIT V - Legal Framework –

#### **COPRA 2019 & Digital Era Updates**

**Core Differences (COPRA 1986 vs. 2019):** Transition to higher claim limits, explicit provisions for handling online scams, and a stronger emphasis on consumer data protection.

**Central Consumer Protection Authority (CCPA):** An executive regulatory agency established to handle cases impacting consumers as a collective class, recall dangerous goods, and penalize false endorsers.

**E-Commerce Protection Rules:**

#### **SUGGESTED READING :**

1. **Dr. J.N. Barowalia** : Commentary on the Consumer Protection Act.
2. **Syam Padman** : The Law of Consumer Protection
3. **Pushpa Girimali** : Consumer Rights for Everyone