CHAPTER-IX
CONCLUSION AND SUGGESTIONS

9.1 Conclusion:

The researcher from a detailed study in previous chapter of the thesis in defining term Consumer Protection had drawn the following conclusions.

1. Consumer Protection and position in rural area.

   In India 70% population stays in rural India (Census-2011). There is not much development in rural areas. Except few States majority of rural Indians are illiterate and literacy rate is comparative much less. Rural population is facing many problems today. One of the main problems is illiteracy. Rural population is lagging behind in development due to lack of education. Due to lack of education, they are unable to decide what is right, what is wrong, where to approach in case of violation of their rights.

   Every law is made for the benefit of Indian people, but the question is whether it has benefitted rural people? Actually rural people are not benefited because people are ignorant regarding the objective of provisions of law. One of such law, i.e. Consumer Protection Act was enacted with the objective to protect consumers. “Consumers” means any person who buys goods or services for himself. Every person is consumer literate or illiterate, rural or urban, because we purchase goods in day-to-day life, therefore, we are all consumers.

2. Illiteracy is the Main Problem of the Rural Consumers.

   Rural people are being cheated, exploited in day-to-day life, as consumers. Rural people are unable to understand because they are ignorant of Consumer Protection Act because they are illiterate.

   Consumer protection Act has been enacted with the objective of protecting consumer interests but this research shows that the law has not benefitted consumers’ particularly rural consumers. Some of the reasons found are as follows:

   1) Rural consumers are being cheated, exploited because most of rural population is illiterate, ignorant and socially weak and backward. They are unaware of Consumer Protection Act and its benefits.
2) Consumers Protection concept is very old concept since ancient period. People were facing adulteration of food, cheating in weight etc. There was no scientific development. At that time only Offenders were punished. Weight was checked from time to time and was rooted in the register.

3) Consumers are protected since early period but offences and punishment were different. British people changed the Indian law with changed circumstances e.g. food Adulteration, Standard Weight and Measures, Drugs and Cosmetics Act, I.P.C. Cr.P.C., Law of Tort were enacted to protect consumers. But there was much delay in getting justice due to lengthy court procedure. People were to wait 10-20 years to get justice and it was much expensive. There was mental harassment causing injustice. Therefore, people were least interested in approaching court to get justice even though they suffered injustice. Law of Tort is not suitable to Indian circumstances.

Union of India admitted in Bhopal case that ‘the courts in India are not adequate alternative forum in which litigation may be resolved, delays in the resolution of these cases in India and Indian court system lacks the procedural and practical capability to handle this litigation. Goals expected of Consumer Protection have not been achieved. Rural population is ignorant of this law. People who are aware of right are reluctant in approaching court.

In above circumstance to give speedy and less expensive justice to consumers, there is need for special law and to create special courts to give speedy justice. Consumers Protection Act-1986 was enacted but there is not much change in circumstances.

Rural population has not been benefited because of ignorance of Consumer Protection law and procedure to be followed.

4) There is vast development in the market new articles are coming in the market traders advertise their goods there is cheating advertisements bogus food articles adulterated foods, low quality goods, low weight, other problems are increasing. Consumer Protection is being raised at international level and great movement of consumer protection has arisen and in India Consumers Protection Act, 1986 was enacted to protect interests of consumers and this Act was enacted with the objective of providing cheap, simple and quick
justice to Indian consumers. Consumer Movement in India is very slow as
Compared to other countries because people in India are less aware of their
rights. Rural people have no participation in consumer movement because of
their ignorance. Consumer Movement is not as much successful as in
advanced countries. Hence the researcher’s first hypothesis has been proved.

3. **Other Related Laws also not useful for Rural Consumers.**

   The researcher further proves his second hypothesis with the help of the
   survey reports.

1) To protect consumer’s interests there are other laws in existence such as food
   Adulteration Act, Drugs and Cosmetics Act, Standard of weight and Measures
   Act, etc. These laws protect the interests of Consumers at pre-purchase stage,
   but of no use. Legislature is under the impression that by enacting the law for
   Consumer Protection, people will get justice, but legislature does not consider
   it necessary to verify whether people are benefitted by it or not or people are
   aware of such law or not. Awareness of people is also important step in this
   direction.

2) With development, new goods are coming in the market, there is increase in
   competition. New goods are produced with new and higher technology.
   Everybody is trying to increase their profits, but whether product will be
   useful is not being considered. Goods are being sold in the market and
   consumer is not aware of its utility but when these goods are sold in rural area,
   consumers are ignorant of its utility and precautions which they are expected
to follow. If enquiry is made, from sellers they are told to read instruction card
but instruction card is not easy to understand. Instruction card gives
instructions either in Hindi or English, it is not considered whether these
instructions are understandable or not.

3) Weight, Electronic Measurements of shopkeeper should be checked every 6
   months or year, but these instruments are not checked anywhere. It is in urban
   area, what about in rural area. Executive Officers are not checking for years
together and if visited, they complete mere formality and manipulate only for
record purpose, it is serious matter because consumers is still not aware.
4) Now a day’s people are eating out because of their busy schedule, so there is increase in demand of food articles, therefore to meet this demand Fast food or Junk food is provided with total food disregard to health of people. Food inspector appointed under Food Adulteration Act does not discharge their duties, therefore since last 2, 3 year there is much adulteration of sweet items during festival seasons. There is no use in enacting laws unless implemented effectively.

In rural area, there is much adulterated sale of food articles. Even expiry date food articles are sold in market, but people in rural area are ignorant of food poisoning and succumb to illness/diseases. They do not know the actual cause of diseases.

5) All the remedies available under different earlier laws were incorporated in Consumer Protection Act to deliver speedy, less expensive justice. To make complaint, easy procedure has been provided. Complainant can himself make complaint without engaging an advocate. A provision has been for time limit for disposal of complaint within 3 to 6 months. But the goal set out in the Act has not been achieved after 25 years because there is lack of awareness of right of people. The Govt. has failed to provide basic needs of the people. If they are not aware of their rights, how can they prefer complaint to vindicate their rights?

There is a shortage of basic facilities, drinking water, sanitation problem, and shortage of necessities of health; therefore life of rural people is miserable there is need of improving conditions of life.

4. Lack of Awareness about Consumer Protection Law between Rural People:

1) Within the 25 year of enactment of the Consumer Protection Act 1986, in the country, a majority of the population in India has not even heard about the law, not to speak of making use of its provisions to protect their rights as consumers. A recent field research survey in Rajasthan conducted by Consumer Unity and Trust Society (CUTS), Jaipur, under its on-going project, “Grassroots reach-out and networking in Rajasthan through consumer action” (GRANIRCA), supported by the Union Ministry of Consumer Affairs, Food
and Public Distribution in 12 districts of the State, indicated that 63 per cent of the people in the State have not heard of the Act. It turned out that in rural Rajasthan 35 per cent of them were unaware of their rights as a consumer. Similarly, almost 42 per cent confessed their ignorance of their responsibilities too. A very small number, 10 per cent, went to any consumer forum seeking redress. This situation is more or less similar in all the state in India.

2) The similar research survey in Maharashtra conducted through ‘LOKMAT’ Newspaper and the report publish on 15th March 2013 ‘World Consumer Right Day’ indicated that 46 percent of the people in the State have not heard of the Act. 90 percent of them have not gone into the Consumer Forum. A very small number, 10 percent, went to consumer forum seeking redress.

The fact is that majority of consumers in the country are even unaware of the existence of consumer forums to which they can make their grievances.

Consumers who know about law are reluctant to approach to Consumer forum as they are sure that they won’t get speedy and timely remedy.

5. Position of the Consumer Redressal Forums not Favourable to Rural Consumer:

1) Quasi- Judicial bodies District National and State Forums were established under the Consumer Protection Act, but the study shows that these forums are working like other judicial body.

Consumers Forums are overwhelmed and underfunded. The Govt. paints very rosy statistics that 84% of cases in National Consumers Commission and 77% of cases in state Commission and 91% of cases in District Consumer Forums are disposed. The disposal of maximum cases is not mean achievement. However, it should be noted that 27% of the total cases have been disposed of within the prescribed period of 90 days or 150 days.

However, it does not tell you how long it take to dispose a case, nor how many cases are disposed in favor of the consumer.

Consumer Courts are not known to be devoid of corruption, like other courts in our country.
Analysis shows that object of speedy delivery of justice through Consumer Forums under the Act could not be achieved; therefore, there is need of amending the law.

2) Taking into consideration, increasing population and problems faced by consumers, there is increase in number of complaints, but Question arises why there is delay in disposal of cases.

Survey conducted through ‘Lokmat’ Newspaper on International Consumer Day 15th March 2013 reveals surprisingly that there is no chairman in number of District Forums since one and half years. At some places the Chairman is looking after 2 or 3 forums simultaneously. In such situation speedy delivery of justice cannot be expected.

3) Consumer Forums being quasi-judicial bodies follow Court Procedure. Period required for serving notice, giving opportunity for filing reply by apposite party and other procedure takes time in disposal of cases and there is delay in it. Complainant frequently attends consumer Forum and finally he is tired and finally avoids attending Court due to mental harassment and it benefits opposite party.

4) Survey conducted by researcher in rural areas of Jalgaon District and cases decided by District Forum shows that rural people are not benefitted absolutely under the Consumer Protection Act.

Consumer forum was established in Jalgaon District and till the year 2013 total 12100 cases were filed and out of which 5135 cases are pending for disposal and there are many cases pending for execution. 70 to 80% are related to banks and co-operative Bank. Most of the Co-operative Banks in the Jalgaon District are on the way of closing since 2008. Some of these have been closed, therefore consumer are approaching Forum for return of deposits. 80% of the cases are filed against Co-operative Banks by urban people and 233 cases (only 2 to 3%) were filed by rural agriculturist for bogus seeds, insecticide, from the number of these cases still the 78 cases are pending since 2 to 3 years in the period of 2008-12. During this period artificial scarcity was created by traders regarding seeds and insecticides. During cultivation period seed, seedling, fertilizer etc. were sold at higher rates and seeds were sold without checking from Agriculture Offices and farmers were cheated.
Rural people were cheated because they do not realize actual cheating by traders. They are not aware of law, and adulteration of seeds. If they are aware, they don’t have evidence to prove in Court because, traders while selling seeds they do not issue real invoices, if invoice given, do not bear name of buyer and particular variety, batch of seeds and traders take the benefit of this omission in Court and consumers are cheated. Hence the researcher’s third hypothesis has been proved.

6. **Headquarter of Consumer Forum is at district place, which is inconvenient to rural consumer.**

1) The headquarter of consumer forum is district place, which is inconvenient to rural consumer who is required to travel 80 to 100 km for filing compliant without having suitable conveyance facility. These circumstances prevent rural consumers to approach District Consumer Forum. This fact was not considered and also rural consumer’s difficulties were not considered therefore rural consumer is unable to get justice. There is need of Amendment in law and consumer forum needs to be created at Taluka level or camps to be organized at Taluka places for 7 days or 15 days every month to give justice to rural people.

2) The three-tier consumer forums, set up under the Act are in urban areas. This makes it difficult for rural consumers to approach the forum. Moreover, though the forum have been set up as special courts, the non-extension of their benches in rural areas makes accessibility a big problem and leading to poor public participation.

In above circumstances poor rural consumer (agriculturist) does not get justice absolutely. He is ignorant of law, no courage to fight for rights and no money power, no proper guidance. Hence the researcher’s forth hypothesis has been proved.

7. **Problems of Rural Consumer.**

1) There are no primary health Centre in rural area, no trained Doctors are available thereby, rural people are affected, especially children and women. Pregnant women are not routinely checked, they are not getting regular consulting services from quality doctors, affecting child’s proper growth, lack of nutrition, weakness. No primary health Centre is available in villages to handle maternity problems resulting in danger to life of children or women
sometime causing infection to new born children rural people do not get basic needs.

2) There are some problems which are faced only by rural consumers i.e. :
   i) Artificial Scarcity of Seeds,
   ii) Sub-Standard Quality of Seeds and Pesticides,
   iii) Duplication or adulteration of Goods,
   iv) In rural area Retailers keeps certain medicines in their shops. Those medicines are expired and harmful. For example crocin, anacine, Vicks vaporub etc.
   v) Price of Consumer goods traded in the markets are settled arbitrarily by the manufacturers. A distributor, who has brought goods in rural market, put his own price label against the MRP and claims that it includes its transportation charges.

3) “India’s way is not Europe’s. India is not Calcutta and Bombay, India lives in her seven hundred thousand villages,” Said Mahatma Gandhi in 1926.

   Still about 70 percent of India's population lives in rural areas. There are about 6,38,365 villages in the country as against about 300 cities and 5,161 towns. Of the 121 crore Indians, 83.3 crore live in rural areas while 37.7 crore stay in urban areas, as per the Census 2011. The National Council of Applied Economic Research (NCAER) survey report says that there are 720 million consumers across the villages in rural India. Hence, the development of the nation largely depends upon the development of the rural population. Majority of the rural population is dependent upon agriculture for their subsistence.

   Presently, the rural market accounts for a hefty share in most market segments. 70 percent of toilet soaps, 50 percent of TV, fans, bicycles, tea and wrist watches, washing soap, blades, salt, tooth powder and 38 percent of all two-wheelers purchased. Rural India consumers hold a major share in many categories. Rural India buys 46 percent of all soft drinks, 49 percent of motorcycles and 59 percent of cigarettes and almost 11 percent of rural women use lipstick. This was found in a survey by MART. Car sales in rural India have been on the increase in last three years since the government announced various schemes such as farm loan waiver etc., for
the rural population. According to report entitled ‘India Retail Report 2009’ by Images FR Research, India's rural market offer a sea of opportunity for the retail sector. Presently, India is globally the fifth largest life insurance market in the emerging insurance economies. 78 percent households in rural India are having awareness about life insurance and 24 percent are policy owners.

When the rural market grows in such a rapid pace, the quantum of consumer grievances also increase simultaneously. The main problems faced by rural consumers are related to adulteration, short weighing and measuring, lack of safety and quality in appliances and equipment, unfair warranties and guarantees, imitation and sales gimmick, unreasonable pricing etc.

Rural consumers face all these problems and being exploited by manufacturers, service provider. Government silently watching this practice to grow for years and allowed money minded traders not only to earn huge money but also play with the health of innocent people of this country. No one has considered what is good for Consumer in spite of being the King of market.

It is unfortunate but also the reality in India. The major problem is that there is plethora of Laws but poor enforcement and lack of proper implementation. Hence the researcher’s fifth hypothesis has been proved.

9.2 Suggestions:

Obviously, consumers’ protection is possible in India, but effective enforcement by legislation and a sustained ‘drive to educate the people are necessary.

The consumer protection act as like in other countries it will also be very useful in India and particularly in rural sectors of our country. For the effective use there should be certain amendments in consumer protection Act and over all awareness about the laws among the people. The consumers in rural area needs consumer protection there should be effective steps to be taken for the use of consumer protection law.

The researcher gives some useful suggestions as under:

1) For the overall use of consumer protection law in the rural area and the benefit of this law to protect the consumers from malpractice, black marketing,
cheating, the consumer should know about their rights. They should file complaint against the injustice, the govt. should create an overall awareness about the consumer protection law, and the consumer education is must. As a consumer if the rural people are deceived in the market they should know, how are they cheated? And how is the complaint filed? There should be awareness of consumers.

2) **The following steps should be taken to increase the awareness of the rural people:**

i) The general consumer education should be need-based. It should attempt to teach a value system which goes beyond purchasing skills, wise use of money and possessions and effective complaining, to encompass a countervailing notion of sustainable consumption. Such a programme might include care for the environment, duties and obligations as well as rights, concern for the disadvantaged, and an awareness of the finite resources of the economy. And, this requires motivation on the part of different actors-executive, planners, teachers, and students.

ii) Encourage mass media to allocate time for consumer information.

iii) The people from rural area mainly farmers should be given demonstration about how to identify the adulteration and how mixing of goods is done.

iv) The consumer from rural area seems to be illiterate as well as poor; he does not know his exploitation from the various manufacturers of the goods he purchases for his daily needs. In this situation if the Advocates, or the secretaries of the companies or the law experts provided such consumers legal aid and if the consumers are guided by proper knowledge then the rural people would be definitely benefitted.

v) **Rural Consumers and Role of Local Bodies in Consumer Protection.**

a) The *Gram Panchayats* are there in all the villages, which is the available constitutional mechanism across the country spread in all 627 districts. It is only through this constitutional mechanism that the consumer movement can get a boost and consumer awareness can be spread among rural masses.
Hence, there is an urgent need to take initiatives by the Central and State Department of Consumer Affairs to involve and make use of Panchayat Raj Institutions (PRIs) in various programmes related to consumer awareness. The Gram Panchayats also can consider using media such as documentary films, street plays, competitions etc. to spread consumer awareness.

b) Gram Sabha is the best forum to educate the rural masses about their rights as consumers as well as the techniques to redress their grievances, which are attended by almost every villager.

3) The consumers from rural area should be provided their basic needs like-
   
i) They should get enough and nutritious food.
   
ii) They should get clean and pure water for drinking.
   
iii) Good sanitation for their hygiene.
   
iv) There should be primary health centre in the rural area with trained Doctors, timely first aid medical equipment and sufficient medicines. The quality level of the medicine should be checked from time to time.
   
v) The farmers should be provided enough electricity with minimum rates.
   
vi) Rural farmer should be provided with knowledge of laws for their benefit.

4) The consumers from rural areas are mainly farmers. Farmers buy the seeds, seedling, fertilizer, pesticides from the market, and their production depends on the quality of these products. But the issue is that these things are not properly inspected before they enter in market. Here the poor farmers become victim and they are deceived.

Therefore the following measures are necessary for the protection of the rural consumers.

i) In Rural area right to information should be provided in local language about the product i.e. seeds, pesticides, fertilizer and other material so that rural consumer can make free and fair choice.
ii) Before the season of sowing the market should have with sufficient stock of seeds, fertilizers etc. needed for agricultural use.

iii) If the traders create artificial scarcity then they should be trapped and the complaint should be filed against them.

iv) If there is adulteration in the seeds or chemical fertilizer then steps should be taken to identify such goods or the farmers should be guided how to identify such things.

v) If the seeds are of poor quality then such seeds should not be allowed to be sold into the market.

vi) Now a day the seeds of foreign agro based company are seen in the market with misleading advertisement and certain temptation to the farmers. E.g. the seeds grow in less water quantity, large production; seeds grow in infertile or low quality soil etc. such advertisements are false and deceive the farmers. Such advertisements should be banned.

We know that the future of our country depends on agricultural production. Therefore the govt. should pay attention on this and take some important steps to protect the farmers from this situation.

5) The Govt. should be develop, maintain and strengthen national policies to improve the supply, distribution and quality of drinking water.

6) Researcher suggests that if the goods found faulty or adulterated law should be amended and strict action should be taking against the manufacturer and the sellers of products.

7) A Commission should be appointed for fixing the prices of various goods must be fixed before the products are brought in market. The question of prices has received less positive concern in India. But it is a greater need to check the prices in rural area and also in market because the general level of income here is low and millions live below the poverty line.

8) According to food adulteration Act the food inspector should inspect the food articles time to time. Those who are guilty should be punished and the report should be sent to the higher authority.
To know the adulteration there should be quick follow-up of laboratory testing so that the cases should be decided quickly and result should be displayed.

9) The Weight machines and weight units are to be inspected time to time as per the standard of weight and measures Act. But such things do not happen in rural area which is not proper.

10) The govt. should draw up an integrated and effective consumer safety policy, especially the creation of independent consumer products and services safety commission at the national as well as state levels. Such policy should be based on the following legislative and administrative measures.
   
   i) To check the standardization of the product.
   
   ii) Mandatory standards and notification system for hazardous goods and services.
   
   iii) Misleading advertisement should be declared an economic offence.

11) To stop the practice like hoarding, black marketing etc., and to ensure fair play in business. On regulations, an effective competition policy is required to protect consumers’ economic interests (and also for public interest), particularly in this era of globalisation. Furthermore, the role of the state and the market should be compatible and complementary- not substitutes to each other.

12) **There is need for setting up a comparative testing centre in India.**

   The comparative testing will become strong if the consumers are given independent information about quality, safety and performance of product and services, its main purpose is to produce information which should help the consumer in making a rational choice among a variety of models and brands available in the market.

13) The instruction on the product, boxes should be simple, clear and easy to understand.

14) To achieve the objectives of healthy environment the following measures should be adopted:

   i) Strengthen legislation relating to regulation and control of pesticides and chemicals including preventative and compensatory provisions;
ii) Mandatory labeling and education programmes obliging manufacturers to notify hazards to Governments and users;

iii) Education programmes for users of pesticides and chemicals; and

iv) International co-operation in regulation of trade in banned/severely restricted pesticides and chemicals.

15) A very important suggestion is that the consumer forum should be established at the Taluka level, so that more and more people should come to know the consumer protection law saving their time, money, and energy. The person from rural area can easily file complaints to such approachable places and would get quick justice.

16) There should be speedy redressal of cases. And for this, three things have to be done on a priority basis- i) improve the institutions, ii) upgrade the quality of the personnel and, iii) simplify the procedures.

It is necessary to take steps to bring some changes in the present Consumer Disputes Redressal Mechanism which will give speedy, easy and less expensive justice to all Consumers.

17) In any case, for avoiding the delay the District Forum or Commissions can evolve a procedure of levying heavy cost where adjournment is sought by a party on one or the other ground. This would have its own impact on disposing the complaints, appeals or revisions within the stipulated or reasonable time. For avoiding delay in disposal of cases, the procedure and the time limit prescribed under the Act and the Rules is required to be strictly adhered and followed. If there is proper mind set to do so on the part of all concerned, delay in disposal to a large extent could be avoided. S.C. held in Dr. J.J. Merchant & ors. V.Shrinath Chaturvedi. 2002 .

18) However, apart from the contemplated legislative action, it is expected that the Government would also take appropriate steps in providing proper infrastructure so that the Act is properly implemented and the legislative purpose of providing alternative, efficacious, speedy, inexpensive remedy to the consumers is not defeated or frustrated.
Similar action is also expected from the National Commission as well as State Commissions. Hence, for avoiding delay in disposal of complaints within prescribed period, National Commission is required to take appropriate steps including:

(a) By exercise of Administrative control, it can be seen that competent persons are appointed as Members on all levels so that there may not be any delay in composition of the Forum or the Commission for want of Members.

19) The consumer forum should get power to stop the sale of products if found adulterated, faulty such as seeds and other agricultural product, so that the poor farmers should not be finally at loss or should not lose their hard labour.

20) The State govt. should pay attention to improve the overall condition of consumer forum, as the post of the president is vacant from time to time.

21) The Govt. must also find out why all provisions in the existing Act are not followed strictly e.g. consumer court rarely delivers their verdicts within the stipulated 90-150 days. It has been time and again pointed out that lack of necessary infrastructure and proper accommodation is the root cause for delay. It is suggested that law should be amended with a view to improving the disposal rate within the time limit prescribed in the Act. Because the general level of income here is low and millions live below the poverty line.

22) Happily, TV programmes have begun to discuss the problems of consumer protection and consumer’s movement and a separate cell for consumer protection has been formed in the Ministry of Food and Supplies. Let us hope the consumer movement gathers momentum in times to come.

23) Those social NGOs which are working in rural areas are to be encouraged and provided enough financial aid from the Govt. side.

24) The administrator should;

(i) Conduct and support research, studies, plans, investigation, conferences, demonstration projects, and surveys concerning the needs interests and problem of consumers.
(ii) Cooperates with State and local Governments and encourage private enterprises in the promotion and protection of the interests of consumers.

(iii) Encourage the adoption and expansion of effective consumer education programs;

(iv) Encourage the application and use of new technology, including patents and inventions, for the promotion and protection of the interests of consumers;

(v) Encourage the development of voluntary informal dispute settlement procedures involving consumers;

(vi) Promote the consumer interest of farmers in obtaining a full supply of goods and services at a fair and equitable price;

25) Government should provide regulations of child’s product safety standards relating to: children’s toy, household cots, pedal bicycles, baby walkers.

26) Taking into consideration the changing face of rural India and the fast growing rural market, in future Indian consumer movement and government mechanisms need to focus in the rural areas.

These are the effective suggestion for the protection of rural consumer.

The consumer on his part should take the following steps in order to avoid being victim to such malpractices:

(a) The fruit and vegetable vendors should not be allowed to weigh by stone or brick in place of standard weights.

(b) The bar of the hand weighing scale should be checked beforehand. In case of weighing scale, ensure that the needle is at zero.

(c) Check the weights and ensure that the weights are not hollow or with false bottom.

(d) The shopkeeper should not be allowed to weigh the goods along with packing or boxes.
(e) Before purchasing packed goods, check the weight on the label, quantity, date of manufacturing and expiry, notice of hazard, name of the manufacturing company and address.

(f) If the consumer feels that the shopkeeper uses malpractices in weights and measures, he should immediately lodge a complaint in Weights and Measure Bureau.

(g) The consumer should never forget to take proper receipts after making payment for goods or services and preserve the same.

(h) Consumer himself sometimes does not ask for proper receipt to avoid payment of Taxes. This is a bad practice and should be avoided by the consumer.