PREFACE

The present study has attempted to bring to light "An Appraisal of Consumers Protection Measures in Tamil Nadu" in particular. The study covers the awareness and attitude of rural and urban consumers, an appraisal of the legal measures taken by the Government for consumer protection, the role of voluntary consumer organisations and the profile and perception of beneficiaries in relation to the decisions made by the District Consumer Disputes Redressal Forums. It is the earnest desire of the researcher that the present study would form the basis for future research in consumer protection and enable policy makers to take fruitful decisions on consumer protection. The researcher would feel amply rewarded if the present study helped in any way in improving the concept of consumer protection measures.