CHAPTER FIVE
RESULTS
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Introduction

Awareness of Legislation, Laws to protect Consumers and their General Practice

Regarding awareness of legislation 327 said yes, 256 said no and 17 did not respond. That is 54.5% said they are aware of any legislation which protects them (Table 4.3.1).

In case awareness of consumer rights, 490 said they are aware, 98 said no and 12 not responded. That is 81.7 % said they are aware of consumer rights (Table 4.3.2a).

Out of 317 said they are aware of consumer court for remedy only 47 approached consumer court (Table 4.3.7b), 3 got and 15 did not get speedy redressal (Table 16) and 270 did not approach consumer court.

To fight for rights, 378 said they need consumer clubs to fight while 209 said no and 13 did not respond (Table 17).

Consumer need to be educated regarding their rights, 551 agreed, 48 disagreed and 1 did not respond(Table 18).

Consumer education is indispensable in order to boost their awareness for taking right buying choices. It could also prompt them for thinking about these deviations, advances, effects of same on their lives. All consumers are not identical and so is their understanding on consumerism. Innovations in science and technology have conveyed unforeseen changes in their exists and this has stemmed in a complex marketplace system. Privation of awareness on the part of consumers and lack of large no. of liberal consumer organizations to protect their benefits have complicated the progression of product appraisal by the consumers. They lack acquaintance on how to distinguish amid the real and the deceptive, the wholesome and the adulterated products. The Indian consumer is several times imprudent and deluded and this position has been incessantly kept alive by bestowed interests although State legislation is there to safeguard him from unfair trade practices. The Indian consumer, thus, needs to be skilled to meet the condition which calls for a wide-ranging line-up of consumer education. The consumer education ought to aim at divulging information to buyers about
consumer rights, duties, product appraisal, appropriate choice, remedies obtainable for redressal of their whinges, etc. These informative programmes should also be constructed on actual research prepared on consumer impetus and consumer behavioural characteristics so as to make them pertinent and beneficial.

Consumer education is one of the greatest important aspects directly connected with consumer protection. Therefore lot of determinations is required for increasing its tentacles. Through consumer education, shoppers could be well secured from the evils of the market. All of us is a consumer and thus have a right to consumer education. However it is the right education that would empower us to act as well-versed consumers throughout our life. Therefore, the persistence of consumer education is to impart people how to consume. The Dutch Government in a article on the subject ‘Consumenten Consumptie’, has said ‘to consume means to buy, to use and to dispose of scarce products and services in order to fulfil their needs.’ This definition of consuming trails the life-cycle of a merchandise or service. It can embrace all aspects from commencement to conclusion comprising the effects of discarding of a product or service. However, consumer education is somewhat more than just eloquent what consuming means. ‘Consumer Education is the course of gaining the knowledge and skills desirable in managing consumer possessions and taking action to stimulus the factors which affect consumer decisions’.

Definition of Consumer Education

Consumer education has been defined as –

- The training of the individual in the skills, perceptions and indulgent required for everyday existing, to achieve in the framework of one’s morals, a maximum application of and fulfilment from one’s resources.
- A vehicle by which an individual can achieve understanding of alterations in the economy, elucidate personal goals, morals and attitudes, recognize alternatives, and make choices that will result in supreme satisfaction and benefits.
- A on-going process of knowledge concerned with the excellence of life as swayed by choice in the market place.

Objectives of Consumer education

✓ To cultivate skills,
To divulge knowledge,
To improve understanding.

Consumer education helps individuals to cultivate the skills to make cognisant decisions for acquiring goods and services. It develops capacity to make the accurate choice between available substitutions, keeping in mind, environmental and economic contemplations. Besides, consumer education conveys awareness about and understanding of legislative and other defensive machinery which consumers can use for their advantage in case of need. It thus develops considerate of their role as consumer citizens within the public economic and political systems, and how to inspire them to become responsive to consumer desires.

Scope of Consumer Education:

The scope of consumer education can be explicated from the viewpoint of zones which it covers

- It covers determinations to give breaks in acquiring an considerate of market economy, Familiarity of consumer and suggestions for serving consumer interest.
- It comprises of a general acquaintance with legal rights and responsibilities of clients, and those of producers and dealers. A buyer should know the insinuation involved in a purchase contract particularly in durable goods.
- Consumer ought to have ample information on customary of quality, knowledge of technical and marketable terms used in the market of goods and services.
- He should have over-all awareness of fraudulent and disingenuous advertisements, unreliable packaging and labelling, misbranding and adulteration, and such other collective malpractices prevalent in business. Such awareness prevents consumer persecution to a great extent. Consumer education and awareness will be required for self-insurance against sharp marketing practices and usual unfair trade observes.

A Brief History

Consumer Education was a portion of the educational curriculum as initial as the beginning of the twentieth century. A indicator look through the syllabi triumphed at that time in many institutes would reveal that consumer education is not a novel subject. In many countries, facets of consumer
education have been imparted in some form or the other. Consumer education sequencers were started as an tactic or beliefs in Domestic science and home-making programmes in the U.S.A. first. But, they did not binge beyond that area to any momentous extent until the thirties. In 1930s the whole world suffered from a abrupt deflation in wages during post battle depression. The resultant inflationary conditions smack the prices of merchandises steeply in the uphill direction. People then started suffering a fall in their corporeal standards. In spite of their pre-eminent efforts, it became tough for them to maintain their erstwhile living standards. To manage up with this condition it became imperious for consumers to increase more knowledge and advance skills to employ the goods available in the market. They had to get nearly information and expertise about the connexion between price and the excellence of goods. The change in the 1930s not only exaggerated the standards of the consumers, but swayed the business class as well. They had to attain some knowledge on consumer information and consumer contenment. This encouraged businessmen to include consumer-related topics in business education. Later these issues spread over to cover curricula of science and social studies progresses too. During World War II, it befitted more important to educate consumers pushing in extra efforts to counteract difficulties that were similar to those predominant in the thirties. Consumers needed to be proficient in the technique of money management, as well as given the information of concrete buy man ship. In addition they had to be imparted methods of operating infrequent commodities, all within the structure of current attitudes of education and economics.

In the fifties, however, the market situation amended but it could not obliterate the study of consumer education. The 1960s saw a transformation in people tactic towards consumption and so it became imperious to teach people the right techniques of consumption. At this stage, educationalists and the enlightened public acknowledged that consumer education was important enough to be imparted to the students at all levels of education, to concoct them to become responsible consumers. One of the causes for the importance given to consumer education was the problematic situation created by conservational factors, leading to unusual resources, very reminiscent of the situation confronted in the thirties. During this passé once again, consumers
were endangered with a conceivable debility in their standard of living. This incited some of the politicians to take notice in consumer affairs, as part of their communal welfare activities. At this stage, it is valuable to quote the interest shown by John F. Kennedy the then President of U.S.A., who voiced four basic consumer rights on 15th March, 1962. Since then, the 15th March every year is fêted as the World Consumer Right Day. The 1970s started with the construction of the IOCU, and its accomplishments were carried out predominantly in Europe. In the mid-seventies President Ford of U.S. added a new fifth right for the consumer, the ‘Right to consumer education’. Thus, a robust interest was revealed in consumer education which got stretched further. Consequently, consumer education was incorporated in most educational progressions like Home Economics, Business Education and Social Sciences. However, consumer education was merely as a field of study, it was not a tangible or well defined matter, except in Home Economics. However, this kind of parameter was limited only to a certain segment of the populace, i.e. only girls because Home Economics progressions were their sole domain. In spite of the fact that consumer education had a restricted target group, the preparation for women was useful, because they were reflected the most probable buyers in any society. The 1970s also saw some notable measures with respect to elevation of consumer education. The IOCU piloted number of workshops in consumer education on numerous occasions. In 1974, IOCU’s office was stretched to embrace a dynamic regional office in Malaysia for consumer progress in Asia and the pacific. A assembly centring on consumer education was held in 1975 at Manila. A analogous training progression for consumer instructors was held at Kuala Lumpur in 1979. IOCU, in association with the International Federation of Home Economics (IFHE), also steered a training programme for consumer educators in 1984. This plan was held at Denmark and Norway, and consumer coaches from both developed and developing countries partook in the same.

Since then number of events have been carried out to feast consumer education throughout the world. Articles have acted regularly in magazines, journals, newspapers and other publications. As a consequence, topics on consumer teaching has slowly started permeating into many of our scholastic programmes, and to the community through mass media. Thus, an all-rotund
effort has endured made to impart consumer education with the advent of a much more complex and progressive market system. The 1990s witnessed an astonishing advancement in the field of mass communiqué over different media. This progress is being fully operated and exploited by manufacturers and sellers to stimulus the choices of patrons. At the turn of the century, patrons young and old are swayed through the most operative media like TV, internet, etc. This focus is on inducing young minds who will be the consumers of tomorrow.

Role of Government in Consumer Education

The Division of Consumer Affairs, in the Ministry of Consumer Affairs, Food and Public Distribution, is the nodal Branch in the Central Government to contract with the various substances related to the fortification and well-being of the consumers in the country. It has taken a stride to extend non-formal pro-active structure of conveying consumer education to the school children by encompassing them in the various consumer wellbeing and pattern of Eco-Clubs created/set up under the arrangement of the Ministry of Environment and Forests.

Objectives of Consumer Club

The intentions of the scheme are to edify children about the rights of the consumers as delivered in the Consumer Protection Act, 1986; to activate youngsters by inculcating in them the essence of protection of consumer rights; to impart acquaintance about the protagonist of the consumer in protection of their rights and to reinforce the consumer movement in the country.

Functions

The functions of the associates of the Consumer Club being run are furnished here –

a) To proceed and part in all activities of the consumer club.
b) To spread information gained through Consumer Clubs amid their fellow students, as well as, midst the people living in their corresponding locality.
c) To unify and actively partake in consumer protection programmes being organised in their institutes, as well as, in their vicinity, activating their fellow students and general public for these programmes.
d) To observe National Consumer Day (24th December) and World Consumer Rights Day (15th March) etc. Concrete Knowledge of consumer protection and consumer welfare is divulged to the members of the Consumer Clubs over audio-visual aids, posters, lectures, etc. Further, demonstration and street-plays are also being prepared. Debates, essay writing, letter writing tournaments and quiz competitions enable them to absorb the knowledge on their own.

Co-coordinating Agency

A assemblage of not less than 20 and not more than 50 consumer clubs, in one or more geologically connected districts, are protracted service by a Co-coordinating Agency. A well-established Scholastic Institution, a volunteer non-governmental organization or a proficient body is appointed as the Co-coordinating Agency.

Financial Support

The Division of Consumer Affairs offers pecuniary support @ Rs. 10,000/- per annum per Consumer Club to the Co-coordinating Agency from the Consumer Welfare Fund up to the first two years. A determined of 20% of this amount is to be reserved by Co-ordinating Agency for meeting its expenses relating to the Consumer Clubs whom services extended by it. The balance amount is to be passed on to each Consumer Club. The Co-coordinating Agency is accredited to monitor the expenditure gained by each club. The awards are pronounced by the Government to the best consumer club. Normally, allowance from Department of Consumer Affairs is accessible only for two years. Therefore, clubs are anticipated to take adequate measures for self-sustenance well in spell by adopting strategies as suggested by the Government.

Part of Consumer in Consumer Education

- To seek material about goods/ appliances planned to be procured from different sources accessible in the market like newspapers, magazines, TV, radio programmes, company published pamphlets etc.
- To take inventiveness and join consumer association by enrolling himself/herself as an associate.
- To partake in programmes/ functions, seminars, workshops prepared by the Government, different organizations for the welfares of consumers.
To increase knowledge of consumer rights, accountabilities and provisions of CP Act 1986 and improve the buying skills through contributing in training programmes arranged by consumer organizations or NGOs.

Subsequent the effective time supervision, spare some time over daily schedule for bestowing to the activities related to consumerism.

Even though altered schemes of consumer education programmes are advanced by different consumer associations and the Government, it is eventually the consumer who is anticipated to take chief following in availing the assistances of such structures and programmes. In the next millennium, every shopper in his own attentiveness would have to apprehend his role and prominence in the right perception. It is said that individually citizen in a democracy springs his power at the time of elections and movements it through the ballot. In a competitive economic environment the shopper has to exercise his optimal either in favour of or in contradiction of the goods and services. His selection is going to be vibrant and final. He should comprehend his prominence and prepare himself for implementation of his rights with responsibility.

Due to liberalization, competition in the Indian market between various manufacturers, marketers has enormously increased. The rule which relate in the prevailing settings is “Only the fittest will endure in the market place”. In the same way, only well conversant, trained and educated buyers, on the basis of their applicable buying decisions, will reap the welfares of the market situation.

Comparative Study Report

Consumer Education, concluded by comparative training Report, is the need of an hour. Some companies do issue the important features of their own mass-produced products delivering comparison with the related products manufactured by their counterparts. This training is being observed in the published announcements of cars, detergents, lamps, etc. in the newspapers/ TV wherein, now days, counterparts names are not released. Rankings are being published by the makers themselves, regarding numerous recital parameters which could guide a impending consumers. Though this implementation is being commenced by some manufacturers to stimulate their own product, clients don’t seem to have engaged it very seriously and have scrubbed the same aside with an ding that the exercise is a publicising strategy. However, if nearly all manufacturer, while publishing or advertising his merchandises starts citing name of other
manufacturer in exemplified comparison, then obligation of proving the claim falls on him i.e. The manufacturer publishing / advertising his merchandise. This challenge however, is painstaking as biased one by consumers and overlooked assuming same to be a marketing approach, which is the real circumstance most of the times.

Researcher sensations in the attentiveness of consumers, some government interventions or consumer associations should take up proportional exercise which should comprise actual impartial evaluation of similar product factory-made by different manufacturers on the basis of structures, performance, cost, unique benefits, components adaptability, etc. Such comparative reports ought to then be published in the leading newspapers in different language so as to reach consumers in diverse strata of the society. This exercise would certainly expedite consumers to buy quality merchandises appropriate to their requirement on the recommendations received from the comparative reports. When this drill would become prevalent in our civilization then only it could be said that the norm of consumer education is fulfilled in the real sense. Researcher had come athwart with the concept of dissemination comparative reports of different merchandises adopted by Chinese Consumer Associations. It is relatable to note that China has immerged as a global vigour to reckon with in the arena of not only economy but with other correlated facets also. We are observing this through the accessibility of Chinese goods, at very judicious rates, all over the world. Implementation of comparative test would be advantageous, particularly, in case of Electronic household appliances (EHAs) such as TV, Refrigerator, Music System, A.C. Etc. The liveliness competence and power consumption ratio of the product can be verified and compared. Consumers should be reinvigorated to select low energy overshadowing and high competence products when their supplies can be fulfilled with the same type of merchandises.

Interpretations and References of Consumer Education

✔ Businessmen have acknowledged the importance of consumer education and have unveiled readiness to educate consumers. They are following prescribed methods like seminar, workshops, group discussions etc. for conveying education to consumers. A concrete plan, policy for informing, educating and
endowing the consumers is required to be articulated and executed successfully on unfailing basis.

✓ Instituting consumer clubs in schools and colleges and integrating consumer related topics and subjects in their syllabi, Government, has begun conveying formal education in consumerism to pupils as young consumers. Besides, making use of media and proposals of financial aids, Govt. has volunteered into the empowerment of these young consumers.

✓ Consumer Associations are enlightening consumers developing formal and non-formal methods, as per the nature and desires of consumers.

✓ Nevertheless only providing of data to consumers about merchandises, services and market environment is not satisfactory. A comparative analysis of diverse products/ models is required to be made accessible to all consumers in order to expedite them for accurate buying decisions. In present scenario, imbibing buying skills midst consumers is need of the hour so that the excellence of life of present as well as future groups would be improved through proper intake which is the aim of consumerism.

The pace of liberalization and globalisation has unbolted up many prospects for the nations to produce better eminence products at judicious prices, as they increase a slice of the world market. As a consequence consumers of tomorrow will then have a incomprehensible assortment of choices at their disposal. What a consumer in the progressive countries like USA, UK, Japan can buy, an Indian consumer too could buy. With the binge of international production focusses across the globe, the supply of goods and services would develop easier. Future Product/services are also expected to have more features, and therefore would be anticipated to give better profit on the investments. Hence, it is obligatory that a serious efforts must be put in order to upgrade the information and expertise of potential consumers. Without receiving the right information, a consumer is likely to be tangled and his choice may not be an cognisant one, but based on hype and accoutrements like gifts and freebies. The consumers too are anticipated to take efforts to exaltation their knowledge and expertise continuously through reference of journals, newspapers and internet. They can only then anticipate to get return on their investment by intellectual choice based on facts and not hype. In imperative to make consumer educated following points have been recommended.
More consumer awareness campaign are acclaimed for imparting knowledge about nutrition, food use and their consistent food values.

Operative plans and programmes, for endowing consumers are to be formulated by businessmen.

In Indian Market ‘Business Ethics appears to be a myth as there is no more a word called “repairs” as what takes abode now a days is a “Replacement of parts’. Traders / manufacturers must be accomplished on ethical values by consumer organizations over periodical interaction.

For right purchasing decisions of consumer periodicals of a comparative analysis of different products / models is strongly acclaimed.

There might be diverse ways available to achieve the objective of consumer education for follow Various procedures, such as Seminars, Workshops, Lectures, Discussions, Colloquium, Essay Competition, Quizzes, etc. in the area of consumer protection and welfare in order to give a boost to the Consumer Movement in the country.

Awareness of consumer rights varies in altered regions in the country. It is very poor specifically among the populace in rural and far-flung areas of the country. Related to the developed countries, the levels of consumer awareness in such a massive country with a large population like India is considerably lower. This is entrenched in economic inequality, low levels of knowledge and ignorance. Because of this, consumers are not able to proclaim their rights and on many circumstances are subjugated by the trade and industry and service providers. Guarding and promoting the welfare of consumers has thus turn out to be one of the major concerns.

Globalization and liberalization of occupation and industry has resulted in many merchandise and services being accessible to the consumers. Growth in economy has stemmed in increase in the buying power of the middle class section, which is the leading segment of the population. This has compelled giving high priority for the fortification of the consumers and promotion of answerable consumer movement in the country. Modern technological development and convolutions of the seller’s practices, presence of a vast army of distributors and unethical and untruthful advertisements have intensified the situation of consumer exploitation. The purchaser has to be aware of his rights and play a key role. The accomplishment of consumerism is a strong task of consumer awareness and to avoid manipulation consumer must become knowledgeable.
Expenditure on Consumer Awareness: The Division of Consumer Affairs has, been continuing a nation-wide multi-media attentiveness campaign since 2005, whereby various concerns related to consumer rights and responsibilities are emphasized. “Jago Grahak Jago” has today grown into a household name. As a ordinary corollary, joint publicity operations are being carried on with all Government Departments/ Organizations having bulk consumer base by means of TV, radio, newspapers, railways, outdoor advertising etc.

How to contest in the Consumer court? The Consumer Protection Act, 1986, is a central government act valid in all states of India, to afford for the protection of the interests of customers. If there is any absence in services by any service provider in any segments like industrialised, hotels, transport, telephone unit, electricity sector, hospitals, banks, educational society etc., then you can approach consumer courts/forums for speedy agreeing of matters.

- Do not make an emotive decision to go to the consumer court, as it could be a time consuming course, requiring a lot of endurance and determination.
- Attempt to approach a consumer association to complaint on your behalf, before decisive to a consumer forum.
- Before electing to file a case in the consumer court, go through prior judgments and contemplate filing online complaint through consumer online registration process.
- Direct a notice to the opposite party, before filing a petition, thus giving them a fortuitous to resolve their mistake.
- A whinge can be filed within the period of two years from the date on which the cause of action has arisen. Though, a complaint may be regaled after the period of two years, if the litigant satisfies the Forum that he has appropriate cause for not filing the grievance within such period and the Forum annals its reasons for condoning such postponement.
- The Consumer Protection Act says that a litigant can either individually appear or be embodied by an authorized agent or an advocate, by assigning such a person the required authority on.
- The encumbrance of proof of justification of a false or misleading warranty or guarantee intend to lie on the conflicting party.
The initial duty of a consumer is to get a receipt at any time he buys something, whichever goods or services, as evidence that he has paid. In a judgment complimentary to the consumers, the National Commission ruled that terms and conditions on the acknowledgement are binding only if they are signed by the shopper. The National Commission has also held that predetermined terms which have not been independently conveyed shall be regarded as unfair if, divergent to the requirements of good faith, they cause a substantial imbalance in the rights and obligations ascending under the contract.

The Division of Consumer Affairs in Delhi has issued a D.O. barring the printing of the form "Goods once sold will not be taken back" on receipts. Inappropriately, a large amount of businesses are still ignoring the D.O. and many customers who are not aware of the law are being embittered. If you are dissatisfied with any products you have purchased, you can return it and get a refund of your money even however the receipt says that goods once sold will not be taken back. If the shop declines to take it back, file an objection before the consumer forum and your money will be refunded.

Procedure to File a Petition:

- Jurisdiction is territorial and monetary i.e. either the workplace of the respondent or address of the litigant can be used. One need try to find out at which forum the log jam is less and file, as per our ease.
- Application must ideally be in English
- Full name & address of the petitioner
- Full name & address of the challenger.
- Material about when and where cause of the complaint arose.
- Comprehensive particulars and nature of complaint.
- Supplication of reliefs sought comprising monetary claims, compensations; and its total value.
- Proficient true copies of all pertinent documents on which complaint is based and to be involved as Exhibits.
- The grievance can be submitted by hand delivery or Registered AD or Speed post to the workplace of the forum. Do not disremember to take receipt of acknowledgement on your copy.
Important Developments: The important progresses which took place in the Department and the top consumer forum, National Consumer disputes redressal Commission are as under:

- Division of Consumer Affairs is intermittently taking up with the State Government organization, at the level of Chief Ministers, Minister in-charge of Consumer Affairs/ Chief Secretaries/ Secretaries dealing with Consumer Affairs, the question of reinforcement the running of consumer forums by providing sufficient infrastructure and to fill up the vacancies of Presidents/ Members within the prescribed time.

- Parliamentary standing commission on Food, Civil Supplies and Public Supply in its 2nd article also reviewed the operational of consumer forums and articulated concern over the clearance of cases, non-functional consumer forums etc. The citations of report have been furthered to States for taking apposite actions at their end. Standing Committee also commended for allocation of more resources by the Planning Commission to the Ministry. This was conveyed to the notification of Planning Commission. Besides this, the Standing Commission also acknowledged “Consumer Movement in the country” on their particular and scrutinised the subject with the indication of Secretary, Consumer Affairs further probing the same to toughen the movement in the country.

- Periodical information on the operational of consumer forums, pendency position, the growth on filling of posts and utilization of one time support scheme are being acquired to appraisal the overall position of working of consumer forums and to take it up with the States for suitable action.

- Functioning of consumer forums are also swotted by the senior officers during their visits to States/UTs. Likewise, the President, National Commission also stays a number of States to monitor and deliberate functioning of consumer forums in States.

- With a view to contrivance the commendations of the Parliamentary Standing Committee and to set the cases with in stipulated time norms, the States have been entreated to set up forms of their State Commissions where the pendency of cases are substantial. NCDRC has suggested for 46 benches of 15 State Commissions.
As per the up-to-date reports made accessible by the National Commission the average percentage clearance of cases in all three levels of Consumers Fora in the country is a remarkable 90.97 per cent.

Conclusions
Few of the conclusions based on the study are shows as follows.

- Any distinct person who buys goods and services for personal consumption and not for commercial purpose are called consumers.
- Consumers are the supports of economic development in any country as the entire economy gyrates around them. They are the substance for economic building and responsible for alteration of resources into productive things.
- The government has embraced a number of measures for consumer protection. A numeral of laws have been enacted to protect the consumers.
- The Consumer Protection Act, 1986 is a ground-breaking in the history of socio-economic statutes in India, to protect and stimulate the rights of consumers, for execution of speedy, simple and inexpensive uprightness for redressing the grievances of the consumers.
- Because of pecuniary inequality, low level of literacy and obliviousness, particularly amongst women, the level of consumer awareness is not too great and, therefore, the consumers are not capable to assert and shield themselves. They simply get exploited by trade and industry and service earners.
- The consumer is embittered in different ways like sullying, under-weight of goods, selling goods of sub-standard quality and replicated goods, charging higher prices, disingenuous advertisement in the media, etc.
- The main glitches faced by consumers are related to adulteration, short weighing and measuring, privation of safety and quality in uses and equipment, imbalanced warranties and guarantees, ersatz and sales gimmick, unreasonable pricing etc.
- The success of consumerism is a tough function of consumer awareness and to evade exploitation consumer must become conversant.
- The need for consumer protection ascends because of the exploitation of consumer and the disavowal of consumer’ rights in the absence of protective measures.
Businesses have comprehended that wealthy consumers are the most attractive aims of marketing.

The laws on symbols and logos, essential commodities, drugs, weights and measures etc., are not very operative.

It is the obligation of a consumer to assume the responsibility as a citizen and act in view of that.

The consumer’s responsibility concerning the society is achieved only when he/she dons responsibility as an aware and alert citizen.

The consumer’s responsibility as a global citizen comprises thinking and acting not only for fostering the environment but also for retrogressive of the damage caused.

Majority of the consumers are ignorant about maximum retail price, termination and manufacturing date and other material that is to be provided on the products due to ignorance and illiteracy.

The Consumer Movement is enduring a silent revolution. The crusade is bringing qualitative and calculable changes in the lives of people empowering them to organize themselves as an operative force to reckon with.

The consumer prerequisites protection, for instance, against merchandises which are unsafe for consumption products which may cause critically injury such as defective electrical applications. He needs safeguard against mal-practices and fraudulence by sellers.

Consumer rights are the privileges given to a consumer to protect him / her from being embittered by salesman/manufacturer/shopkeeper

The Department of Consumer Affairs of the Government of India and several state governments has embark on a number of innovative procedures to protect rights of rural consumers.

If there is any paucity in services by any service provider in any segments like manufacturing, hotels, transport, telephone department, electricity department, hospitals, banks, educational institution etc., then consumer can approach to consumer courts/ forums for speedy determining of matters.

Submitting grievance to the consumer court is very guileless and consumer has no need to employ any lawyer.
A consumer can file grievance in the consumer court in contradiction of any imperfect goods purchased or deficient service condensed including unfair trade practice espoused by any person.

A web-based scheme for lodging and monitoring of grievances is also in place.

Very few have availed web based grievance machinery due to lack of awareness and convenience, particularly amongst rural and semi-urban populations.

Consumer protection laws are intended to guarantee fair trade competition and the free stream of truthful information in the marketplace. The rules are design to prevent businesses that involve in fraud or specified unfair performs from gaining an advantage over competitors and may deliver additional protection for the weak and those unable to take care of themselves.

It is essential to protect consumers from mistreatment by ensuring acquiescence with agreed norms of eminence and safety.

Educated and cognisant consumers are essential for the advent and sustenance of an effectual market.

One of the foremost difficulties facing the consumer movement in the country relates to privation of consumer education and awareness.

The consumer education and awareness is the most influential tool to protect the customer as only an accomplished, aware and alert consumer can make a reasoning special and protect himself against exploitation.

Consumer Education is concerned with the skills, approaches and knowledge required for living in a consumer society.

An educated consumer can make a coherent choice of goods and services and protect his moralities and interests from the exploitation of unscrupulous businessmen or service providers.

In India, most of the consumers do not denote to any safety or quality authorizations such as ISI, ISO, Agmark, or Codex before making a purchase.

It has been distinguished that a large integer of cases were not rectified within the specified time frame recommended by the law due to several reasons.
The happenings of most of the consumer organizations are curbed to complaint handling, consumer guidance, consumer education, sessions and meetings on matters of consumer interest.

Some of the mutual obstacles faced by consumers and consumer bodies from making effective depiction include issues like lack of reserves, proficiency and training facilities midst others.

Protagonist of consumer co-operatives in consumer oriented promotion system is important.

The lack of laboratories at district level to test uncertain products makes the process delayed.

The Indian consumer is also the prey of lack of operative or workable competition.

Due to low literacy levels and unacceptable information flows, the Indian consumers, by and large, are not aware of all their rights. This emboldens irresponsible and unscrupulous business outlooks and strategies.

The legal process in India is relatively time-consuming and clumsy. This dampens the consumers from pursuing the redressal of their whinge by means of the judicial process.

An aware consumer not only safeguards himself against mistreatment but induces adeptness, transparency and accountability in the complete manufacturing and service sector.

Most of the consumer complaints are relating to the public utility services.

A ‘consumer newsletter’ is a vital part of the consumer movement. Through the newsletter, the apprehensive organisation can give information to the consumers of the latest advances, notices of public meetings, landmark decisions in consumer cases etc.

Most of the consumer problems arise out of distress and apathy on the part of the consumer.

Food adulteration is a stern problem in the markets where the executive machinery is not able to confront this menace.

The advancement of knowledge and initiation of sophisticated devices in the market and belligerent marketing strategies in the era of globalization have not only thrown open a extensive choice, for the punter but all the same also
condensed the consumer vulnerable to a glut of problems concomitant to such rapid changes.

- The consumers in Maharashtra State base their procuring decisions on the advertisement campaigns and promotional strategies engaged by the organizations and also lack choice.
- Functioning of District Forum, State Commission and National Commission is consumer pleasant, and thus a consumer can file a grievance and also address arguments in person.
- As far as the service sector is anxious a large number of complaints concerning medical services, banking, insurance and electricity go unreported as the consumer is unaware of the redressal mechanism.
- The rural consumers are normally unconscious and also unorganised.
- The consumer movement has not thrived because of the organizations are not active enough to make an impression, there has hardly been any unified accomplishment which would demonstrate their strength, and there has been no active consumer involvement in the movements.
- The popular of consumers in the country are even unaware of the actuality of consumer courts to which they make take their grievances.
- Consumer privilege organizations in Maharashtra, however, lack sufficient funds.
- Consumer’s organizations exist in all regions of the Maharashtra state, but after the preliminary flush of enthusiasm they become silent and cease to function.
- The teacher’s role is very important in consumer education. The teacher has to choose effective teaching methods in order to be effective in Consumer Education. Owing to the altered aims of Consumer Education and the multidisciplinary nature of the subject, the teaching procedures for Consumer Education are of critical significance.
- The success of Consumer movement is mainly influenced upon the level of consumer awareness spawned in the country by educating the buyer about their right and responsibilities, coupled with effective functioning of the consumer forums where the consumers can eventually assert their rights in seeking redressal. Where the literacy rate is great and social awareness is greater, the buyer cannot be easily subjugated.
It is the obligation of a government to guarantee everybody in this country a right to live with human dignity and free from exploitation.

INFERENCES

The important Inferences which are based on the findings and conclusions of the study are

• Consumers in India are typically illiterate and oblivious. They do not recognise their rights. A system is necessary to safeguard them from unprincipled businessmen.
• A contrivance is needed to thwart misleading advertisements.
• Certain processes are required to protect the consumers in contradiction of malpractices.
• Businessmen are representatives of the society's wealth. Therefore, they should use this wealth for the assistance of people.
• Modern technological expansions have a great impression on the quality, obtainability and safety of goods and services but the fact is that the consumers are still sufferers of unscrupulous and exploitative trade practices.
• There is need for massive awareness campaign and information dissemination about the existing legal remedies available to the consumer.
• There is a dire need for stringent and operative labelling laws as the existing ones have been weakened over the years.
• There is a need for solidification consumer advocacy and to structure a law to deal entirely with providing data to consumers, be it food products, medicines, mechanical vehicle, spare parts or any other consumer product.
• The consumer education befits a precedence concern.
• The consumer should have satisfactory rights and right of remedy to redressal measures against shirking businessmen. He should also be protected against environmental pollution of air; water and noise and actual measures should be invented to keep the environments neat and clean.
• The governments should improve or inspire the development of general consumer education and material programmes.
• An overview of consumer issues with greater dynamism in school and college curriculum, the creation of consumer clubs in education institutions,
increasing involvement of CSOs in consumer awareness programmes, would promote strengthen the task of consumer education.

- It is the time that consumer officialdoms gear up to receive the contest and take adequate steps to train campaigners for ensuring operative depiction of consumer cases.
- Every consumers need to recognise that only a safe environment can defend their rights.
- The role of government and NGOs is important to encourage sustainable consumption through conservational education and public awareness crusades sponsored by the Centre, State Governments and advocacy groups.
- India needs to monitor the approach of incentivizing manufacturers of green goods through privileged allocation of resources, expediting development of infrastructure and making the supply chains of resources and expertise more efficient and effective.
- There is a requirement to create a regionalized institutional framework for dissemination of information to the patrons at large.
- The local administrative organisations in the state can play a significant role in shielding the rural consumers.
- An examination of the important hitches facing the Indian consumer would make clear the necessity for more effective administration intervention and consumer movement to maintain consumer rights.
- Proper consumer education and motivation would help to transformation the attitude of the consumer. Social media helps to generate awareness and change the arrogance of consumer.
- Government has a great role to play in inspiring consumer movement.
- It then becomes an imperative task for parents, society and policy creators to educate our children about consumer protection. They must be mindful of the negative impact of junk food on their vigour, the value of their parent’s hard earned money and ambiguous facts and promises of the advertisements. It is imaginable only if we tutor them about consumer rights.
• To influence the school children the scheme of setting up consumer clubs in schools should be familiarised with the objective to make the teenagers aware of their rights as a consumer.

• Research foundations, universities, colleges, etc. should also be involved in promoting Consumer Protection and Consumer Welfare.

• The practice of schools and colleges across the Maharashtra State will take the consumer programme to the grass root level.

• Discerning the importance of consumer education, the government ought to take up number of activities and launch several schemes to enrich consumer awareness and promote a robust and broad based consumer protection movement in the country and state with the help of various patrons.

• To protect consumers’ interest to assist them in product selection and to assure the quality of product, standard organizations are playing a vital role in preparing product standards.

• It is important for the officialdom to find out the local problems of the shoppers and try to decipher them through counselling, education and information services.

• Ever since every citizen of the country is a consumer and protection of consumers’ privileges and interests is the goal of a consumer organisation, the consumer establishment has to play a chief role.

• Consumer education should emphasis on specific issues like health, hygiene, nutrition, food and product safety, analgesics, basic needs, environmental problems, market malpractices, finance, workers’ rights, unethical advertisement practices, culture and life styles etc.

• Consumer education should be conveyed to all sections of people together with school and college students, teachers, womenfolk youth groups and spiritual organisations. This can be conveyed through seminars, workshops, exhibitions and drama through film shows and campaigns.

• Many of the user problems can be solved by piloting research studies and surveys. The establishment in the first instance, should carry out research to find out what benevolent of consumer education the society desires, to what level and to what amount. Research also needs to be conceded out in the market place on derelictions and foodstuffs.
• Some of the volunteers of consumers’ organisation, particularly the younger group, can form an observance group to observe the public utility services.
• Members of consumers’ establishment who are well acquainted with the legal provisions in the various Acts can provide aid and legal advice to consumers who are in need of such assistance.
• A systematic newsletter or a magazine fetched out periodically can become the medium of communiqué between the consumer campaigners and the consumer public. Through its, consumer activists can deliver their notions and information to the consumers.
• The organisation can also produce audio-visual resources like posters, charts, video films, cassettes and slides which can assist as a good media for propagation of information.
• A library is an idyllic place for the display of charts, posters etc. Notifications for the consumers can also be laid up on the notice board in the library for their information.
• The consumer should be empowered with respect to his rights as a consumer.
• As part of the consumer awareness scheme, the rural and remote areas should have been given top priority.
• Under the consumer protection Act, there should be coordination between district Forum, State Commission and National Commission for redressal of grievances.
• Consumer, following the rule of buying judiciously, before buying the artefact should take indication related to its quality, price, magnitudes, purity, whether apposite as per requirement or not.
• Try to approach a consumer society to complaint on their behalf, before determining to a consumer forum.
• Consumer must be accustomed to the available literature apropos the important facets of the product and services.
• Consumer ought to beware of phoney, untrue and perplexing advertisement.
• For safety and quality, consumer would accept product certified with standards i.e. ISI, ISO, Agmark, etc.
• Whenever obligatory consumer should acquire guarantee / warrantee card duly signed and stamped by the vender or service provider.

• Consumer should whinge before district forum, State Commission or National Commission in contradiction of the selling of damaged objects and faulty services or unfitting business behaviours.

• For quick redressal of whinges, number of district forums and State Commissions should be amplified and district forum’s branch offices should be established in villages.

• Contribution of School, Colleges, Voluntary organizations, NGOs should be inspired and the women and children should also be made aware.

• The role of media in consumer protection is vital and finds appearance through telecasting consumer based documentaries, case histories, survey reports giving proper exposure to consumer activities of consumer organizations, emphasising landmark judgments on consumer issues, even belligerent on behalf of customers, sufficient analysis to seminars and conferences on consumer issues, providing consumer information through numerous media mode.

• The media has a major character to play in endowing the consumers through consumer education and also emphasizing various unfair trade practices resorted to by the traders and service providers.

• There has to be a chequered on misleading advertisements, however the media has to self-regulate itself.

• The print media should have consistent columns which should encompass the various decisions of the consumer courts.

• The Departments of Journalism and Mass Communication in several Universities may include ‘Consumer Protection’ and Consumer Welfare in their syllabus for under graduate and post graduate courses.

• The media must give wide promotional activities to consumer rights and obligations on the National Consumer Day and the World Consumer Day.

• The interests of the consumer can be secure by making more rigorous laws and making the enforcement equipment perform its function reliably and diligently.
• Consumers’ defence is possible in India, but effective execution by legislation and a continual ‘drive to educate the people is necessary.

• TV programmes have begun to deliberate the problems of consumer protection and consumer’s movement and a distinct cell for consumer protection has been formed in the Ministry of Food and Supplies.

• Joint publicity movements should be carried on with all Government Departments partaking mass consumer base by means of TV, FM radio, newspapers, websites, railways, outdoor advertising etc.

• The teacher’s role is very imperative in consumer education. The teacher has to choose operative teaching methods in order to be effective in ‘Consumer Education’. Owing to the altered aims of Consumer Education and the multidisciplinary nature of the matter, the teaching methods for Consumer Education are of critical position.

• The role of usefulness of consumerism in Indian consumer banking is a presentation appraisal sedate in terms of level and quality of success from concerned waged record and or survey of evaluative opinion of the key role players in the triumph of consumer movement.

• To indoctrinate mindfulness among customers towards the rules, techniques, rights to file complaints, consumer columns and reports are published for making the public aware about these.

• Consumer problem encounters should be systematized regularly by traders and business houses on open invitation over advertisements published in newspapers and customers joining these meets should be invited to offer their complaints and proposals in regard to the products and services of the company.

• Recognizing the prominence of the problem, the Government of India and State Government have instigated steps to introduce dispute redressal mechanism by way of Consumer Protection Act, but a lot supplementary work has to be done in the area of crafting awareness on the part of the consumer to expedite his seeking suitable remedy where there is a need.