

Lesson Number	Title of the Lesson	Skills	Activity
17	Consumer Education	Creative thinking Decision Making	Make a list of all the Standardized Marks and draw their Logo
		Problem solving Critical Thinking	

Summary:

We use a variety of products every day. We get the raw material or the finished product from the market. There are a variety of alternatives available for a single product in the market. Sometimes it becomes very difficult to know which product is suitable and safe. Advertisements, shopkeepers, manufacturers can sometimes mislead into buying a wrong product. This can be harmful, or a waste of expenditure. Sometimes to make quick money manufacturers and shopkeepers' resort to wrong and unlawful practices. These can be at the cost of health and safety of innocent consumers. Consumers are people who buy goods and services to satisfy their needs. It is very important to educate them about the malpractices of the market and about their rights and responsibilities. Consumer education aims to educate the consumers as to what/ where/ when/ how and how much to buy and how much to use what has been bought. Government has formulated Consumer Protection Act which gives the consumer rights to protest and seek redressal for any wrong good/services bought or availed by him. To ensure that quality product is sold to the consumer the Government has formed Standardization Procedures and quality checks. After these checks Standardization Mark is given to a product. This mark implies that the product meets certain standards with respect to quality of the product. The parameters of quality are material used, method of manufacture, labeling, packaging, sale and performance. Consumers have also joined together to start a consumer movement against unfair practices of the traders and manufacturers. This movement aims to spread awareness about the rights and responsibilities of the consumer.

Principal Points

1. Aims of Consumer Education

What to Buy	How much to Buy	Where to Buy	When to Buy	How to Buy	How to use
<ul style="list-style-type: none"> Buy that which meets your needs 	<ul style="list-style-type: none"> Just the right quantity as per the need and affordability 	<ul style="list-style-type: none"> Retail shops 	<ul style="list-style-type: none"> Some products when in season 	<ul style="list-style-type: none"> Cash 	<ul style="list-style-type: none"> Read instructions & follow them
<ul style="list-style-type: none"> Buy quality products 		<ul style="list-style-type: none"> Cooperatives 	<ul style="list-style-type: none"> Some products in off season-sales/ discounts 	<ul style="list-style-type: none"> Credit 	<ul style="list-style-type: none"> Get a demo

• Collect Information before buying		• Company showrooms/ Authorized dealers			
		• Wholesale markets			

2. Advantages of Consumer Education

- Develop ability to decide and choose things intelligently.
- Demand safe, reliable and good quality products at a reasonable price.
- Be alert, well informed and vigilant against corrupt practices in the market.
- Take suitable action when faced with a problem.

Build your understanding

Problems Faced by a Consumer

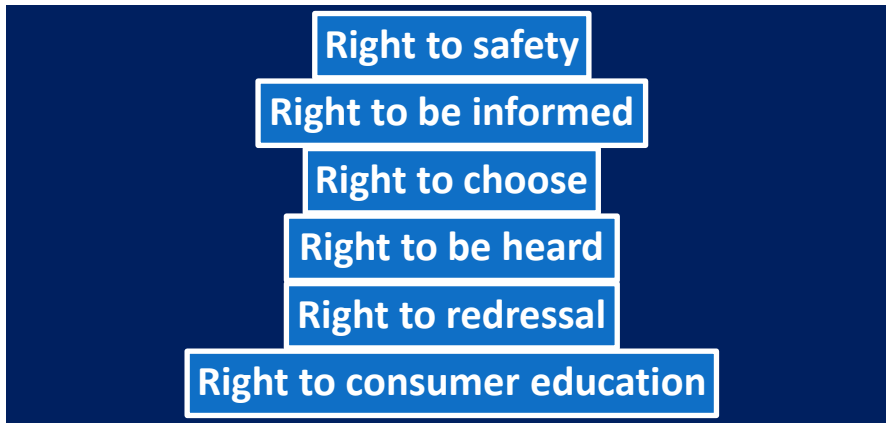
- Price variation
- Adulteration and Poor Quality
- Non-availability –Hoarding, Black marketing
- Defective weights and Measures
- Deceptive trade practices
- Poor Consumer guidance
- Lack of standardized products

What is Important to Know

A. Solutions to Consumer Problems

- Conduct Market Surveys
- Buy from Kendriya Bhandars, fair price shops, authorized showrooms, cooperative stores, retail shops of good reputation.
- Obtain bills, receipts, guarantee card and keep them safely.
- Buy properly packed and labeled products
- Read labels properly for brand names, ingredients, net weight, MRP, expiry date, standardization marks
- Discourage hoarding and black marketing by buying alternatives of products in short supply.
- Be alert of the weights and measures used
- Be vigilant about sales tricks and sales talks like free gifts and discounts

B. Consumer Rights



C. Consumer Responsibilities

- Take bills, receipts, guarantee cards and keep them safely.
- Insist on buying good quality products with standardized marks.
- Don't get carried away by advertisements, sales talk, discounts, attractive labels, packaging, free gifts,
- Follow the instructions for use, care and maintenance
- Report cases of cheating and encourage others to do the same

D. Laws for Consumer Protection

- Agricultural produce Act
- Drugs and Cosmetic Act
- Prevention and Food adulteration Act
- Essential Commodities Act
- Monopolies and Restrictive Trade Practices Act
- Standards of Weight & Measures Act
- Fruit Product Order
- Food Product Order
- Consumer Protection Act (CPA/COPRA)
- Bureau of Indian Standards Act (BIS)

Did you know

A. Standardized Marks

ISI	Agmark	FPO
<ul style="list-style-type: none"> • Processed food • Vanaspati • Soaps • Paints • Electric Goods • LPG Cylinders • Cement 	<ul style="list-style-type: none"> • 142 Agricultural, Horticultural, Forest, livestock products 	<ul style="list-style-type: none"> • Fruits & vegetable products

Woolmark	Ecomark	Red/green dots
• Pure wool	• ISI products which are recyclable	• Green Dot- vegetarian products • Red Dot- non vegetarian products

B. Information on Labels

- Name of the product
- Brand Name
- Manufacturers Name and Address
- Contents/Ingredients
- Use of the product
- Directions for use, care and maintenance
- Dates of manufacture and expiry
- Dosage in case of medicines
- Net Weight
- MRP inclusive of taxes
- Warning and Precautions
- Guarantee Period

Extend your Horizon

A. Importance of Packaging

- Protects the products from damage
- Helps in easy handling, transportation and storage
- Prevents pilferage and adulteration
- Attractive Packaging draws attention

B. Advantages of Advertisement

- Gives correct information about product
- Inform about use and special features
- Inform about availability

C. Importance of Consumer Movement

- Awareness of rights and responsibilities
- Action against wrong practices to the concerned authorities
- Help to seek redressal
- Report cases of cheating
- Share information regarding a product, consumer laws and beneficial schemes
- Represent the Consumer Interests to the Government

D. Date of Consumer Day

- March 15 every year

Evaluate yourself

- Mention two malpractices done by the retailers.
- Write any two responsibilities of the consumer.

Maximize your marks:

- Attempt all the exercises given in the lesson
- You are Alok and you bought a geyser which developed a defect. Mention your consumer rights which can help you in this situation.