



**PRESS INFORMATION BUREAU**  
( Research Unit )  
**Ministry of Information and Broadcasting**  
**Government of India**



## World Consumer Rights Day

(Ministry of Consumer Affairs, Food and Public Distribution)

March 15, 2022

*“The consumer plays an important role in the economy. Government of India is not only focussing on consumer protection but also consumer prosperity.”*

-Prime Minister Narendra Modi

World Consumer Rights Days is celebrated on the 15th of March every year to raise global awareness about consumer rights and needs. The day is an opportunity to promote basic rights of all consumers, demanding that those rights are respected and protected. It also gives people a chance to protest against the market abuses and social injustices.<sup>1</sup>

The first World Consumer Rights Day was observed in 1983 and has since become an important occasion for mobilising citizen action.<sup>2</sup>



“Consumer Empowerment Week” is being celebrated from 14 to 20 March 2022 by the Department of Consumer Affairs and Public distribution as a part of ‘Azadi Ka Amrit Mahotsav’. During this week, Rural outreach programmes are being conducted in 75 villages to create consumer awareness. This year, the theme of the World Consumer Rights Day is “Fair Digital Finance”. India, besides the World Consumer Rights Day, observes the National Consumer Day on 24 December every year.<sup>3</sup>

<sup>1</sup> <https://newsonair.gov.in/News?title=World-Consumer-Rights-Day&id=383007>

<sup>2</sup> <https://newsonair.gov.in/News?title=Today-is-World-Consumer-Rights-Day&id=347900>

<sup>3</sup> <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1805317>



### Rights Guaranteed for the Consumers in India:<sup>4</sup>

Under the Consumer Protection Act, 2019, there are six rights for the Consumers as mentioned below:

- **Right to Safety:** The right to be protected against the marketing of goods and services, which are hazardous to life and property. Before purchasing, consumers should insist on the quality of the products as well as on the guarantee of the products and services. They should preferably purchase quality marked products such as ISI (Indian Standards Institute) Mark, AGMARK, etc.
- **Right to be informed:** The right to be informed about the quality, quantity, potency, purity, standard and price of goods so as to protect the consumer against unfair trade practices.



- **Right to Choose:** The right to be assured, wherever possible, of access to variety of goods and services at competitive price. In case of monopolies, it means right to be assured of satisfactory quality and service at a fair price. It also includes right to basic goods and services.

- **Right to be Heard:** This means that consumers' interests will receive due consideration at appropriate forums. It also includes right to be represented in various forums formed to consider the consumer's welfare. The Consumers

<sup>4</sup> <https://consumeraffairs.nic.in/en/organisation-and-units/division/consumer-protection-unit/consumer-rights>

should form non-political and non-commercial consumer organizations which can be given representation in various committees formed by the Government and other bodies in matters relating to consumers.

- **Right to Seek Redressal:** This refers to the right to seek redressal against unfair trade practices or unscrupulous exploitation of consumers. It also includes right to fair settlement of the genuine grievances of the consumer.
- **Right to Consumer Education:** The right to acquire the knowledge and skill to be an informed consumer throughout life. Consumers should know their rights and must exercise them in order to achieve consumer protection with success.

## Legislations and Structures for Protection of Consumer Rights in India

- **Consumer Protection Act, 2019:** The Consumer Protection Act 2019 was notified on August 9, 2019. However, it came into effect from July 20, 2020. This is an Act to provide for protection of the interests of consumers and for the said purpose, to establish authorities for timely and effective administration and settlement of consumers' disputes and for matters connected therewith or incidental thereto. For more information about Rules comes under Consumer Protection Act, 2019, [click here](#).



Source: [MyGov Portal](#)

- **The Legal Metrology Act, 2009:** An Act to establish and enforce standards of weights and measures, regulate trade and commerce in weights, measures and other goods which are sold or distributed by weight, measure or number and for matters connected therewith or incidental thereto. **305 cases have been booked for various violations from 16.10.2020 to 03.02.2022.**<sup>5</sup> For more information about this act, [click here](#).

- **Central Consumer Protection Authority:** As provided in [section 10](#) of the Consumer Protection Act 2019, the Central Consumer Protection Authority (CCPA) has been established w.e.f. 24 July, 2020. The objective of the CCPA is to promote, protect and enforce the rights of consumers as a class. It will be empowered to conduct investigations into violation of consumer rights and institute complaints / prosecution, order recall of unsafe goods and services, order discontinuation of unfair trade practices and misleading advertisements, impose penalties on manufacturers/endorsers/publishers of misleading advertisements.<sup>6</sup>
- **Consumer Welfare Fund:** The Consumer Welfare Fund has been set up by the [Department of Revenue](#) and, is being operated by the Ministry of Consumer Affairs, Food & Public Distribution, Department of Consumer Affairs. The overall objective of the Consumer Welfare Fund is to provide financial assistance to promote, protect the

<sup>5</sup> [https://fcainfoweb.nic.in/PMS/writereaddata/2022\\_LS\\_B\\_1311.pdf](https://fcainfoweb.nic.in/PMS/writereaddata/2022_LS_B_1311.pdf)

<sup>6</sup> <https://pib.gov.in/PressReleasePage.aspx?PRID=1642422>

welfare of the consumers and strengthen the consumer movement in the country.<sup>7</sup> As on 31.1.2022, total of 17 States viz. Gujarat, Andhra Pradesh, Odisha, West Bengal, Bihar, Nagaland, Karnataka, Tamil Nadu, Madhya Pradesh, Kerala, Haryana, Jharkhand, Telangana, Rajasthan, Sikkim, Mizoram and Tripura have established Consumer Welfare (Corpus) Fund in their respective States.<sup>8</sup>

- **Consumer Protection (E-Commerce) Rules:** Under the provisions of the Consumer Protection Act, 2019, it has been provided to protect consumers from unfair trade practices in e-commerce. Under this provision, the Central Government notified the [Consumer Protection \(E-commerce\) Rules](#) on 23 July 2020. The rules set forth the duties of e-commerce entities and specify liabilities of marketplace and inventory ecommerce entities, including customer grievance redressal. Keeping in view the dynamic nature of e-commerce sector and to address new and emerging concerns affecting consumers in e-commerce, the Department of Consumer Affairs published the proposed amendments to the E-Commerce rules for comments and inputs from various stakeholders including industry associations, consumer organizations, major e-commerce entities and law chairs.<sup>9</sup>
- **National Co-operative of Consumers' Federation of India Ltd. (NCCF):** NCCF, as an organization promotes consumer cooperative movement in the country, aspires to facilitate the voluntary formation and democratic functioning of cooperatives, based on self-reliance and mutual aid for overall economic betterment and financial autonomy. The main objectives of the NCCF are to provide supply support to the consumer cooperatives and other distributing agencies for distribution of consumer goods at reasonable and affordable rates besides rendering technical guidance and assistance to the consumer cooperatives. NCCF is the spokesman of the consumer cooperative movement in the country. For more information about NCCF, [click here](#).

### Digital Initiatives for Consumer Empowerment

- **Online Consumer Meditation Centre (OCMC):**

An Online Consumer Meditation Centre for e-commerce Complaint was launched in December, 2016. The department has tied up with a Social Media network 'Local Circles' to provide an electronic platform for consumers to discuss consumer related issues to generate awareness, get feedback and enable policy interventions where required. **A mobile App "Smart Consumer" was also launched in December, 2016.** The app helps the customer to scan the bar code printed on any packaged commodity and thereby know the details of the product, company, etc and also to register a complaint.<sup>10</sup>

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<sup>7</sup> <https://jagograhakjago.gov.in/cwf/>

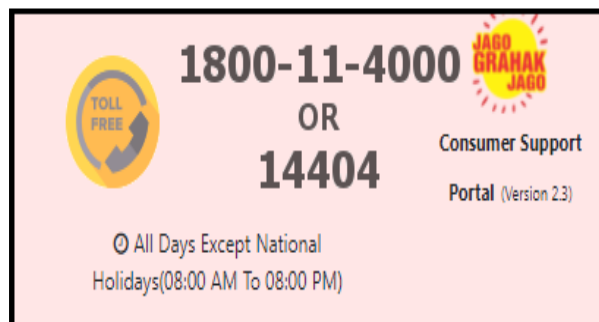
<sup>8</sup> [https://fcainfoweb.nic.in/PMS/writereaddata/2022\\_LS\\_B\\_1307.pdf](https://fcainfoweb.nic.in/PMS/writereaddata/2022_LS_B_1307.pdf)

<sup>9</sup> [https://fcainfoweb.nic.in/PMS/writereaddata/2022\\_LS\\_B\\_1292.pdf](https://fcainfoweb.nic.in/PMS/writereaddata/2022_LS_B_1292.pdf)

<sup>10</sup> [Book 46 Eng \(consumeraffairs.nic.in\)](#)

- **National Consumer Helpline**

The Department of Consumer Affairs has launched this portal in August, 2016 as an Integrated Grievance Redressal Mechanism (INGRAM) for bringing all Stakeholders such as Consumers, Central and State Government Agencies, Private Companies, Regulators, Ombudsmen and call centres, etc. onto a single platform.<sup>11</sup>



- **State Consumer Helpline**

State Consumer Helpline Portal links State Consumer Helplines (SCH) located in different States. Presently states viz. Bihar, Haryana, Chhattisgarh, Gujarat, Madhya Pradesh, Maharashtra, Odisha, Rajasthan, Delhi, Himachal Pradesh, Utter Pradesh, Mizoram and Tamil Nadu are linked with Portal.

The advisors at State Consumer Helpline (SCH) provide pre-purchase information, post purchase advice, guidance and information and also offer "next-step advice" for resolution or redress.<sup>12</sup> To know about State Helpline Numbers, [click here](#).



- **BIS-CARE**

It is a mobile app that enables common consumers to verify details of ISI marked products, Hallmarked jewellery, Registered Electronics and IT Goods and lodge complaint regarding [Bureau of Indian Standards](#) (BIS) certified products against misuse, violation, misleading advertisements etc. The app can be freely downloaded from Google Play Store, m-[Seva portal of CDAC](#) (Centre for Development of Advanced Computing) and the BIS website.

- **E-Daakhil Portal**

E-Daakhil Portal has facilitated online filing of complaint by providing a hassle-free, speedy and inexpensive facility to consumers around the country to conveniently approach the relevant consumer Commissions, dispensing the need to travel and be physically present to file their grievance. E-Daakhil has been especially instrumental during the Covid-19 pandemic when movement and travel was restricted in view of health concerns. Till 24 December 2021, 544 Consumers Commissions are equipped with e-filing facilities across the country and more than 11000 cases have been filed online.<sup>13</sup>

<sup>11</sup> <https://www.india.gov.in/information-ingram>

<sup>12</sup> <https://consumerhelpline.gov.in/sch.php>

<sup>13</sup> <https://pib.gov.in/PressReleasePage.aspx?PRID=1784904>

- **Grievances against Misleading Advertisement ([GAMA](#))**

In order to address the grievances pertaining to misleading advertisements, a portal- GAMA, was launched in March 2015. Consumers can register complaint on this portal against misleading advertisements. This portal is operated by [Advertisement Council of India](#). As on 08.03.2022, a total of 3220 complaints have been registered on this portal, 1683 complaints have been resolved and 750 complaints rejected.<sup>14</sup>

### **Consumer Awareness Programme**

Creating awareness among consumers is critical, especially in rural and backward areas. Department of Consumer Affairs (DoCA) has been conducting country-wide multimedia awareness campaigns titled “[Jago Grahak Jago](#)”. Through simple messages, consumers are made aware of fraudulent practices and problems and the mechanism to seek redressal.

The consumer awareness campaign is implemented through [Bureau of Outreach and Communication](#), [Doordarshan](#) (DD), [All India Radio \(AIR\)](#), [Sansad TV](#) and National Film Development Corporation (NFDC).

The Department is making use of post offices across the country by displaying posters on consumer awareness through [Department of Posts](#). These posters are based on features of Consumer Protection Act, 2019, declarations to be seen on packaged commodities, procedure for filing consumer grievances etc. A joint campaign with [Reserve Bank of India](#) was run in newspapers in May 2020. The power of social media is also being harnessed to spread consumer awareness.

List of some print Advertisement to increase awareness among the Consumers

<b>Print Advertisements</b>			
<a href="#">Phone</a>	<a href="#">Consumer Aware</a>	<a href="#">Swabhimaan</a>	<a href="#">BIS Shocked Colour</a>
<a href="#">Property Ad</a>	<a href="#">Misleading Ad</a>	<a href="#">Yellow Peas</a>	<a href="#">Comparative Test</a>
<a href="#">Yellow Peas</a>	<a href="#">Travel Agents</a>	<a href="#">Packers &amp; Movers</a>	<a href="#">Mislead Advertisement</a>
<a href="#">15 August</a>	<a href="#">26 January</a>	<a href="#">Traffic</a>	<a href="#">Right to Information</a>
<a href="#">HallMark</a>	<a href="#">Trai New</a>	<a href="#">Mobile Banking</a>	<a href="#">Aadhaar Benefits</a>
<a href="#">Warranty</a>	<a href="#">Trai-3</a>	<a href="#">Aadhaar</a>	<a href="#">Beware Retailer</a>
<a href="#">Bee Label</a>	<a href="#">PDS</a>	<a href="#">Jewellery</a>	<a href="#">Educational Institution</a>
<a href="#">Holi</a>	<a href="#">PDS2</a>	<a href="#">Behaving</a>	<a href="#">Responsible Consumer</a>
<a href="#">Jan Aushadhi</a>	<a href="#">Air Lines</a>	<a href="#">MRP</a>	<a href="#">Financially Literate</a>
<a href="#">Quality</a>	<a href="#">Airoplane</a>	<a href="#">Mediation-Advt</a>	<a href="#">Package Commodities</a>
<a href="#">House</a>	<a href="#">Food Adultration</a>	<a href="#">Consumer Care</a>	<a href="#">World Consumer Day</a>

<sup>14</sup> <https://consumeraffairs.nic.in/e-book/3-years-of-Sustainable-Development-towards-Food-Security-and-Consumer-Empowerment#features/59>

<a href="#">Agmark</a>	<a href="#">Cement</a>	<a href="#">Bank Note</a>	<a href="#">Eat Healthy Live Healthy</a>
<a href="#">02-Oct</a>	<a href="#">Ideal Grahak</a>	<a href="#">Jan Aushadhi</a>	<a href="#">Fair financial Services</a>
<a href="#">RTI</a>	<a href="#">Food Safety</a>	<a href="#">National Consumer Day</a>	

Source: <https://www.gama.gov.in/ConsumerAwareness.aspx>

#### References:

- <https://newsonair.gov.in/News?title=Today-is-World-Consumer-Rights-Day&id=347900>
- <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1805317>
- <https://www.gama.gov.in/ConsumerAwareness.aspx>
- <https://pib.gov.in/PressReleasePage.aspx?PRID=1784904>
- <https://consumeraffairs.nic.in/e-book/3-years-of-Sustainable-Development-towards-Food-Security-and-Consumer-Empowerment#features/59>
- <https://www.india.gov.in/information-ingram>
- <https://consumerhelpline.gov.in/sch.php>
- <https://jagograhakjago.gov.in/cwf/>
- [https://fcainfoweb.nic.in/PMS/writereaddata/2022\\_LS\\_B\\_1307.pdf](https://fcainfoweb.nic.in/PMS/writereaddata/2022_LS_B_1307.pdf)
- [Book 46 Eng \(consumeraffairs.nic.in\)](http://Book46Eng.consumeraffairs.nic.in)
- <https://pib.gov.in/PressReleasePage.aspx?PRID=1642422>

#### Other important links:

- <https://pib.gov.in/PressReleasePage.aspx?PRID=1784904>
- <https://pib.gov.in/newsite/PrintRelease.aspx?relid=226901>
- For standing Committee on Consumer Affairs:  
[http://loksabhaph.nic.in/Committee/CommitteeInformation.aspx?comm\\_code=13&tab=1](http://loksabhaph.nic.in/Committee/CommitteeInformation.aspx?comm_code=13&tab=1)
- For standard National Action Plan:  
<https://bis.gov.in/wp-content/uploads/2019/03/SNAP-Documents.pdf>
- <http://employmentnews.gov.in/newemp/MoreContentNew.aspx?n=Editorial&k=23>
- For working Group on Consumer Policy:  
[https://niti.gov.in/planningcommission.gov.in/docs/aboutus/committee/wrkgrp11/wg11\\_consmr.pdf](https://niti.gov.in/planningcommission.gov.in/docs/aboutus/committee/wrkgrp11/wg11_consmr.pdf)
- For National Action Plan , Consumer Awareness: <https://consumeraffairs.nic.in/organisation-and-units/division/consumer-welfare-fund/national-action-plan-for-consumer-awareness>
- For FAQs on misleading advertisement: <https://gama.gov.in/Faq.aspx>
- For computerization and Computer Networking of Consumer Forums in Country:  
<https://confonet.nic.in/>
- For International Conference on Consumer Protection: <https://blog.mygov.in/editorial/key-takeaways-from-the-pms-address-at-international-conference-on-consumer-protection/>

#### Twitter Link:

<https://mobile.twitter.com/jagograhakjago/status/1500699322538598400>  
<https://mobile.twitter.com/jagograhakjago/status/1502564618631143424/photo/1>  
<https://twitter.com/AkashvaniAIR/status/1503612699816648705>  
<https://twitter.com/airnewsalerts/status/1503617440080547843>

**AG/HP/RC/AM/IS**