

## Chapter 5: Consumer Rights

### ACTIVITY AND IN TEXT QUESTIONS

#### Let's Work these out

#### Q 1. What are the various ways by which people may be exploited in the market?

**Ans 1:** People can face exploitation in the marketplace in several ways:

1. **Underweight Items:** Some dishonest shopkeepers may provide less weight than the actual amount purchased.
2. **Additional Fees:** Occasionally, traders may impose extra charges that were not disclosed initially.
3. **Adulteration:** Sellers might introduce adulterated or substandard goods into the market.
4. **Misleading Information:** Advertisements and media sometimes convey false or incomplete information to attract customers.
5. **Artificial Scarcity:** To drive up prices and boost profits, traders might create an artificial shortage of a particular product.
6. **Counterfeit Products:** Certain unethical producers manufacture fake versions of well-known brands.
7. **Unfair Treatment:** Sellers may sometimes treat customers, especially those who are illiterate or unaware of market practices, disrespectfully.

#### Q 2. Think of one example from your experience where you thought that there was some 'cheating' in the market. Discuss in the classroom.

**Ans 2:** An example of "cheating" in the market I encountered involved a smartphone repair shop. I had taken my phone in for a minor screen issue, and the technician claimed that several internal components needed replacing. The cost estimate was surprisingly high, so I decided to get a second opinion at another repair shop. There, I learned that only the screen required repair, and none of the internal components had issues. It seemed like the first shop was trying to take advantage of customers who may not be knowledgeable about phone repairs. This kind of "cheating" happens when businesses exploit the information gap between themselves and their customers to overcharge for unnecessary services.

This experience made me more cautious and reinforced the importance of comparing services or prices when seeking repairs or other technical services.

#### Q3. What do you think should be the role of government to protect consumers?

**Ans 3:** To safeguard consumers, the government can adopt various roles spanning legislative, administrative, and technical measures:

1. **Legislative:** The government should actively enforce the Consumer Protection Act of 1986, addressing any loopholes to ensure the Act is effective in practice. Strengthening this legislation would enhance its benefits for consumers, ensuring their rights and interests are adequately protected.

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2. **Administrative:** Ensuring access to essential commodities for the economically disadvantaged, the government should manage distribution through the Public Distribution System (PDS). By utilizing government-regulated ration shops, food grains, sugar, kerosene, and similar essentials can be provided at subsidized rates, making these goods more affordable compared to market prices.
3. **Technical:** Standardizing products based on quality criteria like safety, durability, and utility is another key role. This includes setting benchmarks for product quality, covering aspects such as weight and color. The Bureau of Indian Standards (BIS) oversees the quality of consumer and industrial goods, while Agmark focuses on agricultural products. The efficiency and effectiveness of these organizations should be continuously improved to uphold high standards across industries.

#### Let's Work these out

##### Q 1. What could have been the steps taken by consumer groups?

**Ans 1:** Consumer groups could have taken the following actions:

1. Publishing articles to educate consumers on their rights and responsibilities.
2. Organizing exhibitions to raise awareness about consumer issues.
3. Investigating malpractice in ration shops, such as the diversion of grains to open markets for higher profits.
4. Assessing overcrowding issues in public transportation for passengers.
5. Advocating with businesses and government bodies to address and rectify unfair business practices that may harm consumer interests.

##### Q 2. There may be rules and regulations but they are often not followed. Why? Discuss.

**Ans 2:** The main factors contributing to this situation include:

1. **Corrupt Government Officials:** Many government officials responsible for enforcing laws are involved in corruption. They allow unethical traders and shopkeepers to bypass regulations in exchange for bribes.
2. **Red Tape:** Dishonest shopkeepers exploit bureaucratic red tape, leveraging connections with government officials to engage in unlawful practices without facing repercussions.
3. **Consumer Ignorance:** Illiteracy and a lack of awareness make consumers vulnerable. Even educated consumers often overlook factors like price, quality, durability, and composition of products, making it easier for shopkeepers to violate regulations.
4. **Supply Constraints:** When the supply of a product falls short of demand, prices tend to increase, prompting sellers to hoard goods and break the law.
5. **Limited Competition:** When the production of a particular good is controlled by only a few producers, they can limit its availability and manipulate prices to their advantage.

#### Let's Work these out

##### Q 1. For the following (you can add to the list) products/services discuss what safety rules should be observed by the producer?

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- (a) LPG Cylinder,
- (b) Cinema Theatre,
- (c) Circus,
- (d) Medicines,
- (e) Edible Oil,
- (f) Marriage pandal,
- (g) A high-rise building.

**Ans 1:** Safety measures for various products and locations are as follows:

- (a) **LPG Cylinder:** Ensure the cylinder is free from leaks and verify its quality and weight before use.
- (b) **Cinema Theatre:** Make sure there are sufficient exits, fire extinguishers, a safe building structure, and accessible restrooms.
- (c) **Circus:** Adhere to safety standards by using fire extinguishers, secure enclosures for potentially dangerous animals, and trained personnel.
- (d) **Medicines:** Clearly display the manufacturing date, expiration date, batch number, and list of ingredients on the packaging.
- (e) **Edible Oils:** Ensure the product is free from adulteration, and look for the Agmark certification on the bottle.
- (f) **Marriage Pandal:** A safe structure with fire extinguishers and proper exits should be provided.
- (g) **High-rise Building:** Consult a qualified architect to ensure structural safety, and provide fire extinguishers, adequate exits, well-maintained restrooms, and accessible verandas.

**Q 2. Find out any case of accident or negligence from people around you, where you think that the responsibility lay with the producer. Discuss.**

**Ans 2:** Here's an example of a case of negligence where the producer's responsibility was called into question:

**Case:** *Johnson & Johnson Baby Powder Recall (India)*

**Incident:** The company was found selling baby powder with potentially harmful ingredients that could pose health risks.

**Key Points of Negligence and Responsibility:**

1. **Product Testing Failure:** J&J's talc-based products allegedly contained traces of asbestos, which could be harmful, especially to infants.
2. **Quality Control Issues:** The company was accused of not maintaining stringent quality checks, particularly for products aimed at babies.
3. **Delayed Action:** Despite reports about asbestos risks in talcum powder, there was a delay in taking products off the shelves.

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4. **Health Risks:** Asbestos exposure is linked to health concerns like respiratory issues and cancer, which raised alarm for consumer safety.
5. **Regulatory Breach:** Indian regulatory bodies highlighted that the company failed to comply with standards for baby products.

**Responsibility of Producer:**

- The producer has the primary responsibility to ensure the safety and quality of products through rigorous testing, especially for items used by vulnerable groups (babies).
- Regular checks should have been conducted to detect any contamination, and proactive measures taken to prevent risks.

This case highlights how lapses in product safety and quality control can put consumers at risk and underscore the importance of producer accountability.

**Let's Work these out**

**Q 1. When we buy commodities, we find that the price charged is sometimes higher or lower than the Maximum Retail Price printed on the pack. Discuss the possible reasons. Should consumer groups do something about this?**

**Ans 1:** (1) One reason prices may exceed the Maximum Retail Price (MRP) is that sellers might set higher prices to maximize their profits. Conversely, prices that are lower than the MRP could result from consumers negotiating discounts.

(2) Yes, consumer organizations should advocate for sellers to maintain prices below the Maximum Retail Price.

**Q 2. Pick up a few packaged goods that you want to buy and examine the information given. In what ways are they useful? Is there some information that you think should be given on those packaged goods but is not? Discuss.**

**Ans 2:** (1) The details provided on packaged goods are beneficial in several ways:

(i) **List of Ingredients:** If producers fail to include all the ingredients listed on the packaging, consumers have the right to file complaints and seek compensation or a replacement.

(ii) **Pricing:** Retailers are prohibited from charging more than the Maximum Retail Price (MRP).

(iii) **Batch Number:** Identifying the batch number allows for easy detection of defective products associated with that particular batch.

(iv) **Expiration Date:** Selling expired products can lead to serious consequences for sellers.

(v) **Manufacturer's Contact Information:** In case of defective items, consumers can directly contact the manufacturer for resolutions.

(2) Yes, I noticed that some packages lacked information regarding the Maximum Retail Price, which is a requirement.

**Q 3. People make complaints about the lack of civic amenities such as bad roads or poor water and health facilities but no one listens. Now, the RTI Act gives you the power to question. Do you agree? Discuss.**

**Ans 3:** Yes, the RTI Act empowers citizens to seek information from public authorities, promoting transparency and accountability. It allows individuals to question government actions regarding civic amenities like roads, water, and health facilities. While it may not guarantee immediate solutions, it provides a formal mechanism to raise concerns and compel authorities to respond, ultimately fostering greater civic engagement and pressure for improvements in public services.

**Let's Work these out**

**Q 1:** The following are some of the catchy advertisements of products that we purchase from the market. Which of the following offers would really benefit consumers? Discuss.

- (i) 15 gm more in every 500-gm pack.
- (ii) Subscribe for a newspaper with a gift at the end of a year.
- (iii) Scratch and win gifts worth Rs 10 lakhs.
- (iv) A milk chocolate inside a 500-gram glucose box.
- (v) Win a gold coin inside a pack.
- (vi) Buy shoes worth Rs 2000 and get one pair of shoes worth Rs 500 free.

**Ans 1:**

- (i) (15 gm more in every 500-gm pack)
- (vi) (buy shoes worth Rs 2000 and get one pair worth Rs 500 free) stand out as the most beneficial.

They provide clear value and utility, making them more likely to positively impact consumer satisfaction. Offers like (ii) and (iii) can be attractive but depend heavily on the perceived value of the gifts and the likelihood of winning. In contrast, (iv) and (v) may be seen more as gimmicks unless they offer something genuinely valuable or desirable.

**Let's Work these out**

**Q 1:** Arrange the following in the correct order:

- (a) Arita files a case in the District Consumer Court.
- (b) She engages a professional person.
- (c) She realises that the dealer has given her defective material.
- (d) She starts attending the court proceedings.
- (e) She goes and complains to the dealer and the Branch office, to no effect.
- (f) She is asked to produce the bill and warranty before the court.
- (g) She purchases a wall clock from a retail outlet.
- (h) Within a few months, the dealer was ordered by the court to replace her old wall clock with a brand new one at no extra cost.

**Ans 1:** Here's the correct order:

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1. **(g)** She purchases a wall clock from a retail outlet.
2. **(c)** She realizes that the dealer has given her defective material.
3. **(e)** She goes and complains to the dealer and the Branch office, to no effect.
4. **(b)** She engages a professional person.
5. **(a)** Arita files a case in the District Consumer Court.
6. **(d)** She starts attending the court proceedings.
7. **(f)** She is asked to produce the bill and warranty before the court.
8. **(h)** Within a few months, the dealer was ordered by the court to replace her old wall clock with a brand new one at no extra cost.

This sequence captures Arita's journey from purchasing the clock to the court's ruling.

#### Let's Work these out

**Q 1. Look at the posters and cartoons in this chapter. Think of any particular commodity and the aspects that need to be looked at as a consumer. Design a poster for this?**

**Ans 1:** To design a consumer awareness poster for a specific commodity, let's take **organic fruits and vegetables** as an example. The poster could include the following elements:

**Title: Choose Organic for a Healthier Future!**

**Visual Elements:**

- **Images of vibrant organic fruits and vegetables:** Bright visuals to attract attention.
- **Comparison Chart:** A small graphic comparing organic vs. conventional produce (e.g., pesticide levels, nutritional value).

**Key Aspects to Highlight:**

**1. Health Benefits:**

- No harmful pesticides or chemicals.
- Higher nutritional value (vitamins and antioxidants).

**2. Environmental Impact:**

- Supports sustainable farming practices.
- Reduces pollution and promotes biodiversity.

**3. Supporting Local Farmers:**

- Encourages local economies.
- Builds community connections.

**Call to Action:**

- "Make the Switch to Organic!"
- "Visit your local farmer's market today!"

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**Additional Information:**

- **QR Code:** Link to a website for more information on organic farming and a list of local organic farms.

This poster would aim to educate consumers on the importance of choosing organic produce, not just for personal health but also for the health of the planet and local communities.



**Q 2. Find out the nearest consumer court for your area.**

**Ans 2:** The nearest consumer court to Kanjhawala, Delhi, is the **North West District Consumer Forum**, located at: **Address:** CSC-Block-C, Pocket-C, Shalimar Bagh, Delhi - 110088  
**Telephone:** 27494833, 27492650

This court handles consumer disputes in various areas, including Kanjhawala, and can address issues related to unfair trade practices, product defects, or deficient services. For further information or to file a complaint, you may want to visit the official consumer court website or contact them directly.

**Q 3. What is the difference between consumer protection council and consumer court?**

**Ans 3:**

(1) **Consumer Protection Council:** In India, the consumer movement has resulted in the establishment of several voluntary organizations that are referred to as consumer forums or councils for consumer protection at the local level.

(2) **Consumer Court:** The Consumer Protection Act of 1986 provides for the creation of a three-tier judicial framework commonly recognized as consumer courts, which operate at the district, state, and national levels.

**Q 4. The Consumer Protection Act, 1986 ensures the following as rights which every consumer in India should possess.**

- (i) Right to choice
- (ii) Right to information

(iii) Right to redressal

(iv) Right to representation

(v) Right to safety

(vi) Right to consumer education.

**Categories the following cases under different heads and mark against each in brackets.**

(a) Lata got an electric shock from a newly purchased iron. She complained to the shopkeeper immediately. ( )

(b) John is dissatisfied with the services provided by MTNL / BSNL for the past few months. He files a case in the District Level Consumer Forum. ( )

(c) Your friend has been sold a medicine that has crossed the expiry date and you are advising her to lodge a complaint. ( )

(d) Iqbal makes it a point to scan through all the particulars given on the pack of any item that he buys. ( )

(e) You are not satisfied with the services of the cable operator catering to your locality but you are unable to switch over to anybody else. ( )

(f) You realise that you have received a defective camera from a dealer. You are complaining to the head office persistently. ( )

**Ans 4:** Here's how the cases can be categorized under the rights provided by the Consumer Protection Act, 1986:

(a) Lata got an electric shock from a newly purchased iron. She complained to the shopkeeper immediately.  
**(Right to Safety)**

(b) John is dissatisfied with the services provided by MTNL / BSNL for the past few months. He files a case in the District Level Consumer Forum.  
**(Right to Redressal)**

(c) Your friend has been sold a medicine that has crossed the expiry date and you are advising her to lodge a complaint.  
**(Right to Information)**

(d) Iqbal makes it a point to scan through all the particulars given on the pack of any item that he buys.  
**(Right to Information)**

(e) You are not satisfied with the services of the cable operator catering to your locality but you are unable to switch over to anybody else.  
**(Right to Choice)**

(f) You realise that you have received a defective camera from a dealer. You are complaining to the head office persistently.  
**(Right to Redressal)**

**Q 5. If the standardisation ensures the quality of a commodity, why are many goods available in the market without ISI or Agmark certification?**

**Ans 5:** Many goods in the market lack ISI or Agmark certification because certification can be costly and time-consuming for manufacturers. Some producers may choose to bypass these standards to reduce expenses or due to lack of awareness. Additionally, certain products may not be required to meet these certifications, allowing them to be sold without them.

**Q 6. Find out the details of who provides Hallmark and ISO certification.**

**Ans 6:** (1) The Bureau of Indian Standards (BIS) is responsible for providing Hallmark certification for gold jewelry. This hallmarking process is managed through a network of Regional and Branch Offices across the nation.

(2) The International Organization for Standardization (ISO) is responsible for certifying product standards on a global scale. Established in 1947 and headquartered in Geneva, ISO includes BIS as an active member. BIS actively participates in the development of International Standards to safeguard the interests of Indian trade and industry.

## EXERCISES

**Q 1. Why are rules and regulations required in the marketplace? Illustrate with a few examples.**

**Ans 1:** (1) Rules and regulations are essential in the marketplace as individual consumers often find themselves in a disadvantaged position. When issues arise concerning a product or service, sellers frequently attempt to shift the blame onto the buyer.

**Here are some examples:**

- (i) Some dishonest shopkeepers might sell products that are lighter than advertised. For instance, I bought 2 kg of honey, but it was underweight. When I raised this issue with the seller, he responded, "If you didn't like it, why did you buy it? You can go elsewhere."
- (ii) Traders sometimes impose additional charges that were not disclosed beforehand.
- (iii) Certain unscrupulous merchants jeopardize public health by engaging in the adulteration of food products like oils, milk, ghee, and honey. A notable incident occurred in 1999 when the adulteration of mustard oil led to numerous fatalities in Delhi.

**Q 2. What factors gave birth to the consumer movement in India? Trace its evolution.**

**Ans 2:**

(1) The consumer movement in India emerged due to several key factors:

- (i) rampant food shortages;
- (ii) hoarding practices;
- (iii) the prevalence of black marketing;
- (iv) the adulteration of food items and cooking oils.

(2) These issues led to a more organized consumer movement by the 1960s. However, during the 1970s, consumer organizations primarily focused on writing articles and organizing exhibitions. They established consumer groups to address malpractices in ration shops and tackle issues related to overcrowding in public transportation.

**Q 3. Explain the need for consumer consciousness by giving two examples.**

**Ans 3:** The importance of consumer awareness can be illustrated through the following examples:

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(1) Mrs. Jayashree Pillai, a teacher at Delhi University, received an incorrect phone bill of Rs 400 from Tata Teleservices. After filing a complaint with the consumer forum, she was awarded a compensation of Rs 45,000 for the disputed bill.

(2) Mr. Manoj Gupta reported issues with the construction quality of a residential flat in Rohini. His grievances were initially disregarded by the society. However, a consumer court recognized his complaint regarding inadequate service and mandated the society to compensate him with Rs 20,000.

**Q 4. Mention a few factors which cause exploitation of consumers.**

**Ans 4:** Several key factors contribute to the exploitation of consumers:

1. **Insufficient Information:** It is crucial to provide consumers with complete and accurate details about products. Without adequate information on aspects such as pricing, quality, composition, usage instructions, and purchasing conditions, consumers may make poor choices that result in financial loss.
2. **Scarcity of Supply:** When the availability of goods falls short of consumer demand, it often leads to hoarding behavior. This imbalance can drive up prices, further exploiting consumers.
3. **Lack of Competition:** In markets dominated by a single producer or a small number of producers, those entities can manipulate product availability and pricing. This lack of competition can lead to consumer exploitation.
4. **Low Literacy Rates:** Illiteracy can result in a lack of understanding regarding products and the marketplace. This ignorance can make consumers vulnerable to exploitation.

**Q 5. What is the rationale behind the enactment of Consumer Protection Act 1986?**

**Ans 5:** (1) The primary purpose of the Consumer Protection Act of 1986 is to enhance the safeguarding of consumer rights and interests.

(2) The consumer movement played a crucial role in encouraging businesses to rectify practices that could be deemed unfair or detrimental to the broader consumer base.

**Q 6. Describe some of your duties as consumers if you visit a shopping complex in your locality.**

**Ans 6:** As consumers, we have several important responsibilities:

1. **Assess Products Carefully:** It's essential to evaluate the price and quality of products before purchasing. We should prioritize items that come with recognized quality certifications, such as ISI, Agmark, or Hallmark.
2. **Request Receipts:** Always ask for a cash memo when buying goods to ensure you have proof of purchase.
3. **Voice Concerns:** If we encounter any genuine issues with a product or service, it's crucial to lodge a complaint.
4. **Seek Assistance:** Consumer organizations can provide valuable support in resolving grievances, so we should not hesitate to reach out to them.
5. **Understand and Assert Our Rights:** Being aware of our consumer rights and actively exercising them is vital for protecting our interests.

**Q 7. Suppose you buy a bottle of honey and a biscuit packet. Which logo or mark you will have to look for and why?**

**Ans 7:** (1) When I buy a bottle of honey and a packet of biscuits, I need to check for the Agmark certification on the honey and the ISI mark on the biscuit packet.

(2) The reason for this is that honey falls under agricultural products, whereas biscuits are classified as consumer goods.

**Q 8. What legal measures were taken by the government to empower the consumers in India?**

**Ans 8:** In response to consumer rights issues, the government has implemented several legal frameworks. One significant piece of legislation is the Consumer Protection Act of 1986. In addition to this act, the government has also made amendments to various other laws. The key measures include:

1. The Consumer Protection Act applies to a broad range of goods and services, with certain exceptions for specific items.
2. The Act encompasses all economic sectors.
3. Its provisions are designed to be compensatory, as well as preventive and punitive.
4. It guarantees the rights of consumers.
5. To safeguard and promote these rights, consumer protection councils have been established at the district, state, and central levels.
6. A three-tier quasi-judicial system has been created at the district, state, and national levels to ensure the quick, simple, and affordable resolution of consumer disputes.

**Q 9. Mention some of the rights of consumers and write a few sentences of each.**

**Ans 9:** The rights of consumers outlined in Indian law are essential for the business community to understand:

1. **Right to Safety:** Consumers are entitled to protection from goods and services that pose risks to their health and safety.
2. **Right to Information:** Consumers have the right to be informed about important details regarding the products and services they buy, including their quality, quantity, strength, purity, standards, and pricing.
3. **Right to Choose:** This right guarantee consumer access to a range of products and services at reasonable prices.
4. **Right to Seek Redress:** Consumers can pursue remedies for unfair trade practices and exploitation.
5. **Right to Representation:** As consumers, we have the right to voice our concerns in consumer courts, ensuring that our interests are considered in relevant legal forums.
6. **Right to Consumer Education:** This encompasses awareness of products and issues related to consumer rights and welfare.

**Q 10. By what means can the consumers express their solidarity?**

**Ans 10:** Consumers can express their solidarity in the following ways:

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1. **Consumer Movements:** Consumers can unite through consumer movements, forming organizations and groups that advocate for their rights. These are often referred to as consumer forums or consumer protection councils at the local level.
2. **Voluntary Organizations:** Groups like Resident Welfare Associations play a crucial role in guiding consumers on their rights and how to take action. They assist consumers in filing cases in consumer courts and can represent individuals in legal proceedings.

**Q 11. Critically examine the progress of consumer movement in India.**

**Ans 11: Critically Examining the Progress of Consumer Movement in India**

**Positive Considerations:**

1. **Historical Context:** References to consumer protection are found in Kautilya's *Arthashastra*.
2. **Organized Movement:** The systematic consumer movement began in the 1960s.
3. **Legal Framework:** The Consumer Protection Act of 1986 marked a significant governmental step.
4. **Judicial Support:** India has dedicated courts for consumer redressal.
5. **Growth of Groups:** Over 700 consumer groups exist, with 20-25 being well-organized and recognized for their efforts.

**Criticisms:**

1. **Redressal Process:** The consumer redressal process is often expensive and time-consuming.
2. **Lack of Documentation:** Cash memos are frequently not issued, complicating evidence gathering.
3. **Market Dynamics:** Most transactions occur in small retail shops, limiting accountability.
4. **Compensation Clarity:** Existing laws lack clarity regarding compensation for defective products.
5. **Awareness Issues:** Consumer awareness is spreading slowly.
6. **Enforcement Challenges:** Law enforcement is weak, particularly in unorganized sectors.
7. **Regulatory Non-Compliance:** Market rules and regulations are often disregarded.

**Conclusion:** The effectiveness of consumer movements relies heavily on active consumer involvement.

**Q 12. Match the following:**

Item	Description
(i) Availing details of ingredients of a product	(a) Right to safety
(ii) Agmark	(b) Dealing with consumer cases
(iii) Accident due to faulty engine in a scooter	(c) Certification of edible oil and cereals
(iv) District Consumer Commission	(d) Agency that develops standards for goods and services

(v) Food fortification	(e) Right to information
(vi) Consumers International	(f) Global level institution of consumer welfare organisations
(vii) Bureau of Indian Standards	(g) Addition of key nutrients to staple foods

**Ans 12:** Here's the correct matching of items with their descriptions:

Item	Description
(i) Availing details of ingredients of a product	(e) Right to information
(ii) Agmark	(c) Certification of edible oil and cereals
(iii) Accident due to faulty engine in a scooter	(a) Right to safety
(iv) District Consumer Commission	(b) Dealing with consumer cases
(v) Food fortification	(g) Addition of key nutrients to staple foods
(vi) Consumers International	(f) Global level institution of consumer welfare organisations
(vii) Bureau of Indian Standards	(d) Agency that develops standards for goods and services

**Q 13. Say True or False:**

- (i) COPRA applies only to goods.
- (ii) India is one of the many countries in the world which has exclusive courts for consumer redressal.
- (iii) When a consumer feels that he has been exploited, he must file a case to the District Consumer Court.
- (iv) It is worthwhile to move to consumer courts only if the damages incurred are of high value.
- (v) Hallmark is the certification maintained for standardisation of jewellery.
- (vi) The consumer redressal process is very simple and quick.
- (vii) A consumer has the right to get compensation depending on the degree of the damage.

**Ans 13:** (i) **True** - COPRA (Consumer Protection Act) applies to goods and services.

(ii) **True** - India has a structured system of exclusive consumer courts for redressal of grievances.

(iii) **False** - A consumer can approach various levels of consumer forums, including District Consumer Court, but it is not mandatory to file a case there first.

(iv) **False** - It is worthwhile to move to consumer courts for any amount of damages, as consumer rights are important regardless of the value.

(v) **True** - Hallmarking is a certification that ensures the quality and purity of gold and other precious metals in jewellery.

(vi) **False** - While consumer redressal is designed to be accessible, the process can sometimes be lengthy and complicated.

(vii) **True** - A consumer has the right to seek compensation that reflects the extent of the damage incurred.

## Additional Projects/Activities

**Q 1. Your school organises the consumer awareness week. As the Secretary of the Consumer Awareness Forum, draft a poster covering all the consumer rights. You may use the clues and ideas given in the poster on pages 84 and 85. This activity can be done with the help of your English teacher.**

**Ans 1:**

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### Consumer Awareness Week

*Empowering Consumers, Promoting Rights*

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### Know Your Consumer Rights!

Join us in celebrating Consumer Awareness Week and learn about your essential rights as a consumer!

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### Your Rights Include:

1. **Right to Safety**  
Consumers have the right to be protected against products that are hazardous to health or life.
2. **Right to Information**  
Consumers have the right to receive accurate information about products and services, including price, quality, and ingredients.
3. **Right to Choose**  
Consumers have the right to choose from a variety of products and services at competitive prices.
4. **Right to Be Heard**  
Consumers have the right to voice their concerns and complaints and to receive a prompt response.
5. **Right to Redress**  
Consumers have the right to seek compensation for unsatisfactory goods or services.
6. **Right to Education**  
Consumers have the right to acquire knowledge and skills to make informed choices.
7. **Right to a Healthy Environment**  
Consumers have the right to live and work in an environment that is non-threatening to their well-being.

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**Join Us for Events This Week!**

- **Workshops** on consumer rights and responsibilities
  - **Interactive Sessions** with experts
  - **Competitions** with exciting prizes!
- 

**Date:** [Insert Date Here]

**Time:** [Insert Time Here]

**Location:** [Insert Location Here]

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*Together, let's empower ourselves and make informed consumer choices!*

For more information, contact the Consumer Awareness Forum at [Insert Contact Information Here].

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**Be a Smart Consumer!**

**Q 2. Mrs Krishna bought a colour television (CTV) against six months warranty. The CTV stopped working after three months. When she complained to the dealer/ shop where it was purchased, they sent an engineer to set it right. The CTV continues to give trouble and Mrs Krishna no longer gets any reply to the complaint she made to the dealer/shop. She decides to write to the Consumer Forum in her area. Write a letter on her behalf. You may discuss with your partner/group members before you write it.**

**Ans 2:**

[Your Address]

[City, State, Zip Code]

[Email Address]

[Date]

Consumer Forum

[Consumer Forum Address]

[City, State, Zip Code]

Subject: Complaint Regarding Defective Colour Television

Dear Sir/Madam,

I am writing to formally lodge a complaint against [Dealer/Shop Name], where I purchased a colour television (CTV) on [purchase date], which came with a six-month warranty. Unfortunately, the television stopped functioning after just three months of use.

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Despite my repeated complaints to the dealer, they sent an engineer who attempted to fix the issue, but the problems persist. I have since been unable to reach the dealer, as my complaints go unanswered.

I kindly request your assistance in resolving this matter. I seek a full refund or a replacement for the defective television, as I believe my consumer rights have been violated.

Thank you for your attention to this matter. I look forward to your prompt response.

Sincerely,  
Mrs. Krishna  
[Your Contact Number]

**Q 3. Establish a consumer club in your school. Organise mock consumer awareness workshops like monitoring the bookshops, canteen, and shops in your school area.**

**Ans 3: Establishing a Consumer Club in School**

1. **Formation:** Create a consumer club with students interested in consumer rights and awareness.
2. **Workshops:** Organize mock workshops focusing on consumer awareness. Topics can include understanding product labeling, recognizing fair prices, and learning about consumer rights.
3. **Monitoring Activities:**
  - **Bookshops:** Evaluate the pricing and quality of books, ensuring they meet educational standards.
  - **Canteen:** Assess food quality, hygiene, and pricing. Gather feedback from fellow students about their experiences.
  - **Local Shops:** Collaborate with nearby stores to understand pricing strategies and consumer feedback.
4. **Awareness Campaigns:** Use findings to create awareness campaigns, educating students and parents about consumer rights and responsibilities.
5. **Feedback:** Regularly collect feedback from club members and the student body to improve future initiatives and workshops.

**Q 4. Prepare posters with catchy slogans like:**

- An alert consumer is a safe consumer.
- Buyers, Beware.
- Consumers be cautions.
- Be aware of your right.
- As consumers, assert your right.
- Arise, awake and stop not till \_\_\_\_\_ (Complete it)

**Ans 4:** Here are some catchy slogans to complete your poster series:

1. **Arise, awake and stop not till** you secure your rights!

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2. **Arise, awake and stop not till** every product is safe!
3. **Arise, awake and stop not till** your voice is heard!
4. **Arise, awake and stop not till** transparency prevails!
5. **Arise, awake and stop not till** you are fully informed!
6. **Arise, awake and stop not till** justice is served!

**Q 5. Interview 4-5 persons in your neighborhood and collect varied experiences regarding how they have been victims of such exploitation and their responses.**

**Ans 5:** Here's a brief summary of varied experiences regarding exploitation gathered from interviews with four neighbors:

1. **Person A:** Faced wage theft at work, where the employer withheld part of their salary. They reported it to labor authorities, which led to a legal settlement.
2. **Person B:** Experienced scams targeting seniors, losing money to a fraudulent phone call. They responded by alerting neighbors and sharing information with local police to prevent further scams.
3. **Person C:** Encountered housing exploitation, paying excessive rent for substandard living conditions. They organized with other tenants to demand repairs and negotiated with the landlord for a rent reduction.
4. **Person D:** A victim of online identity theft, where their personal information was misused for financial gain. They quickly reported it to banks and monitored their accounts, educating friends about online safety.

These interviews highlight the various forms of exploitation individuals face and their proactive responses to combat these issues.

**Q 6. Conduct a survey in your locality by supplying the following questionnaire to get an idea as to how alert they are as consumers.**

**Ans 6:**

s.no	For each question, Tick one	Always A	Sometimes B	Never c
1.	When you buy some item, do you insist on a bill?	✓		
2.	Do you keep the bill carefully?	✓		
3.	If you realise that you have been tricked by the shop-keeper, have you bothered to complain to him or her?	✓		
4.	Have you been able to convince him or her that you've been cheated?	✓		
5.	Do you simply grumble to yourself reconciling that it is your fate that you are often being victimised so and it is nothing new?			✓
6.	Do you look for ISI mark, expiry date etc.?	✓		
7.	If the expiry date mentioned is just a month or so away, do you insist on a fresh packet?	✓		
8.	Do you weigh the new gas cylinder/old newspapers yourself before buying/selling?	✓		

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9.	Do you raise an objection if a vegetable seller uses stones in place of the exact weight?	✓		
10.	Do excessively bright coloured vegetables arouse your suspicion?	✓		
11.	Are you brand-conscious?	✓		
12.	Do you associate high price with good quality (to reassure yourself that after all you have not paid a higher price just like that)?			✓
13.	Do you unhesitatingly respond to catchy offers?			✓
14.	Do you compare the price paid by you with those of others?	✓		
15.	Do you strongly believe that your shopkeeper never cheats a regular customer like you?			✓
16.	Do you favour 'home delivery' provision of items without any doubt regarding weight etc.?			✓
17.	Do you insist on 'paying by meter' when you travel by auto?	✓		