



# CLASS – 10

## SOCIAL SCIENCE

### Understanding Economic Development

#### CH-5 : Consumer Rights

#### Part – 1

#### Consumer Movement

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1. Consumer in the Marketplace

2. Consumer Movement

3. Consumer International

4. Consumer Rights

5. Consumer Protection Act, 1986

6. ISI and AGMARK

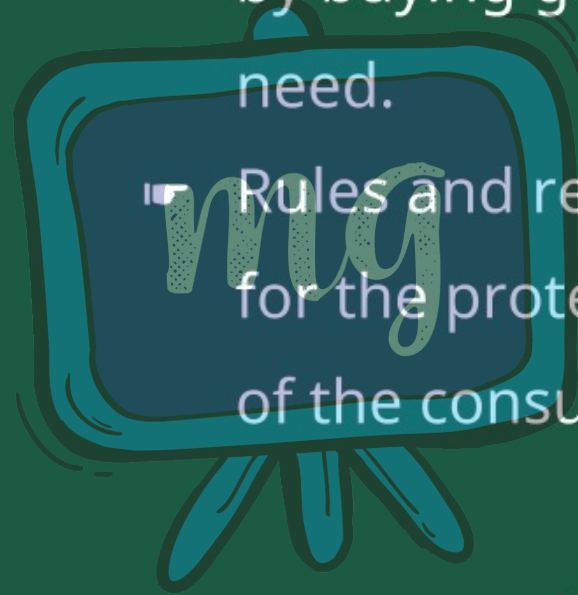
7. Taking the Consumer Movement Forward



# Consumer in the Marketplace

- ▮ Consumers participate in the market by buying goods and services they need.

- ▮ Rules and regulations are required for the protection of the consumers.



# CONSUMER EXPLOITATION

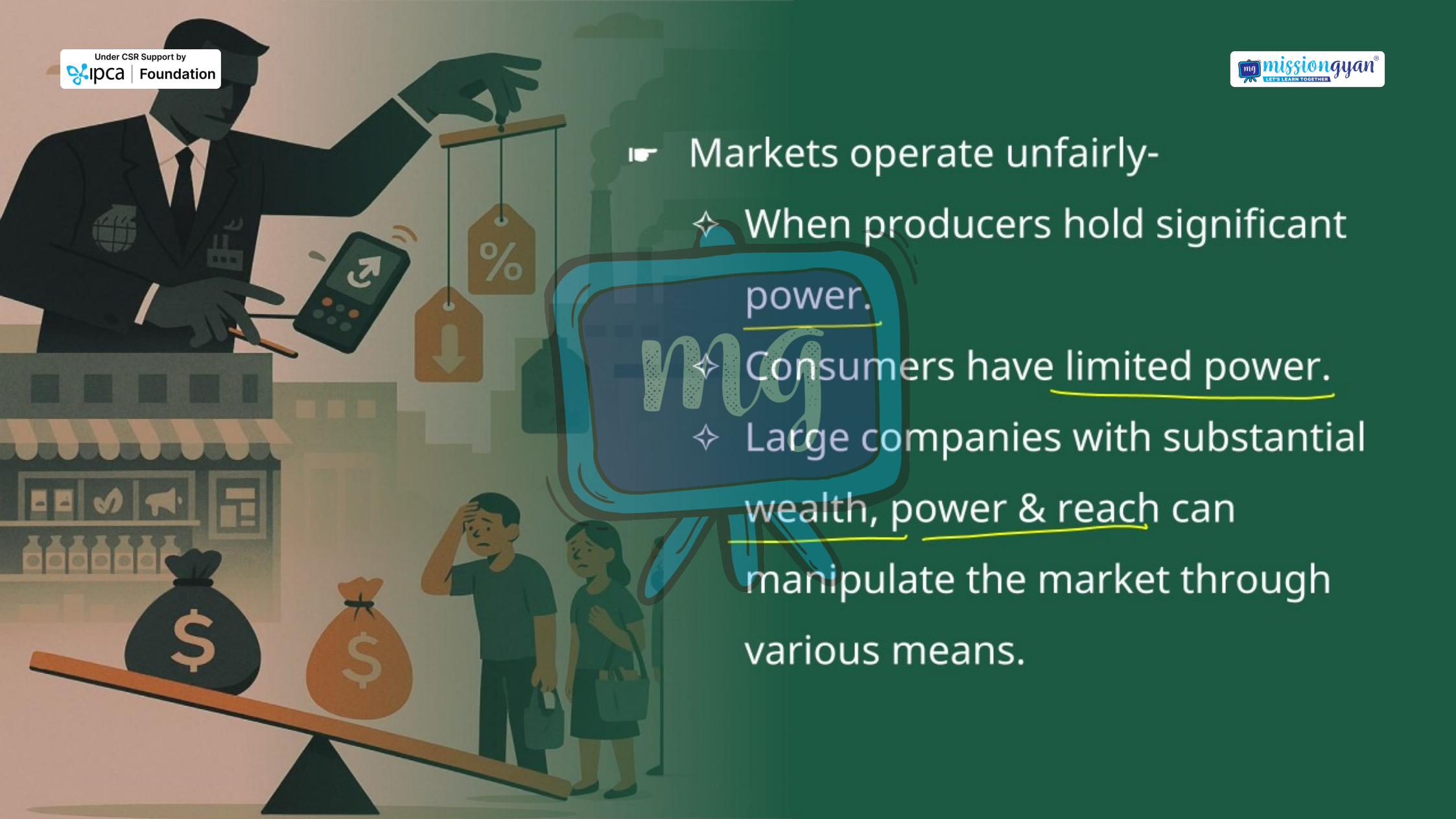


▣ Markets operate unfairly-

✦ When producers hold significant power.

✦ Consumers have limited power.

✦ Large companies with substantial wealth, power & reach can manipulate the market through various means.

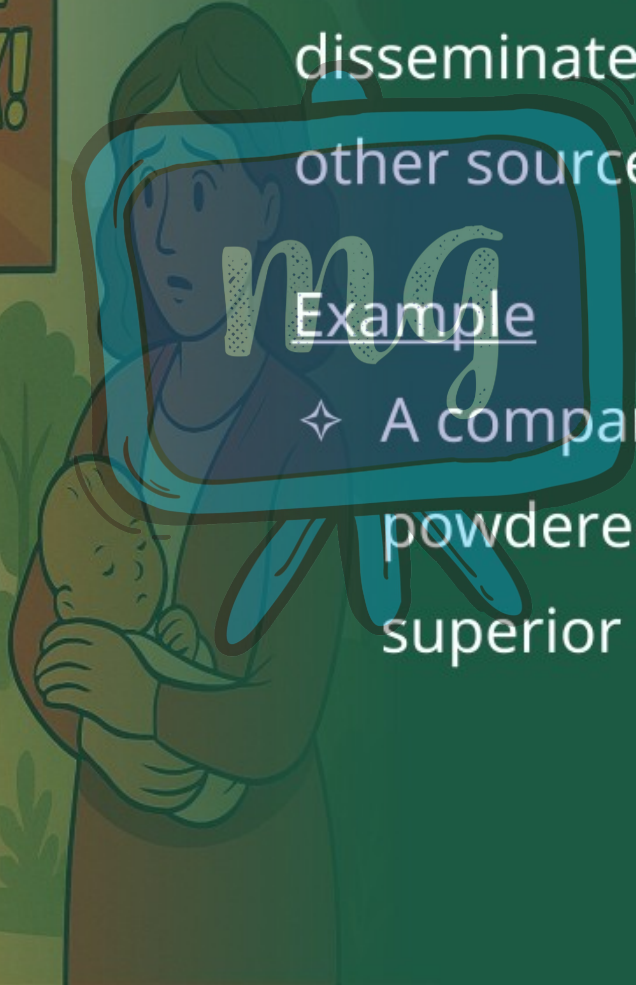




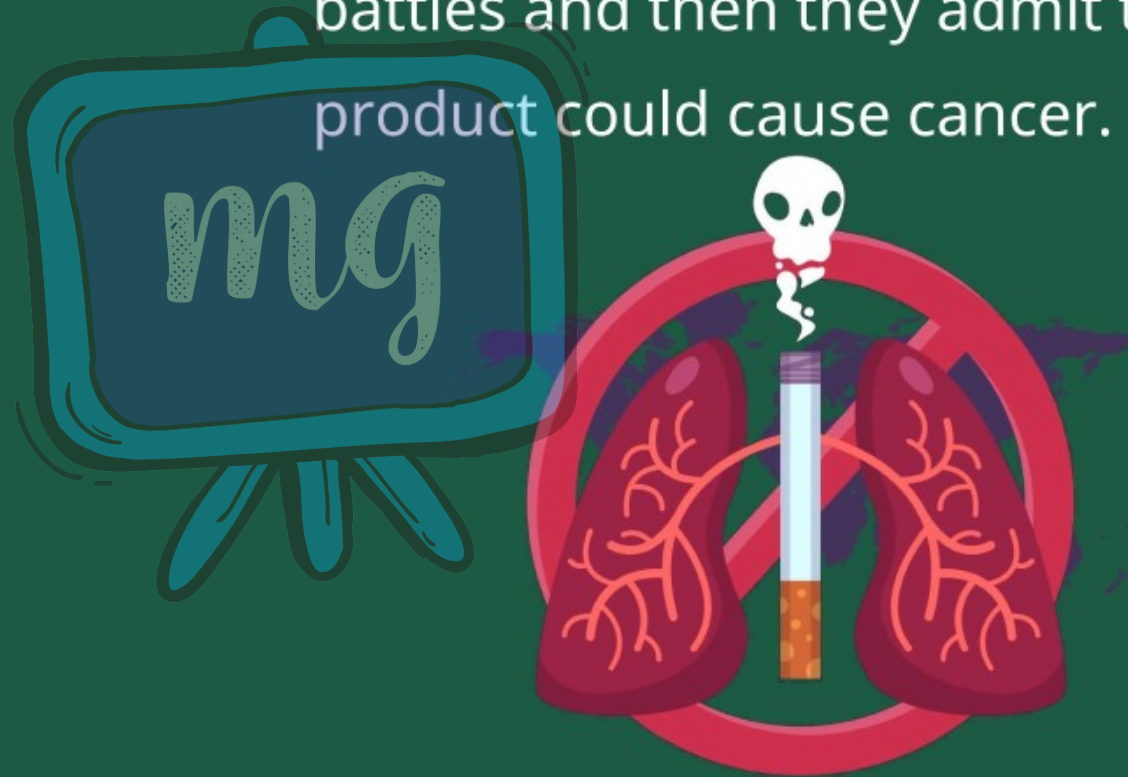
- ☛ Sometimes, False information is disseminated through the media & other sources to attract consumers.

### Example

- ✦ A company falsely claimed that its powdered milk for babies was superior to mother's milk.



- ✦ Cigarette manufacturers faced legal battles and then they admit their product could cause cancer.



**NO SMOKING**

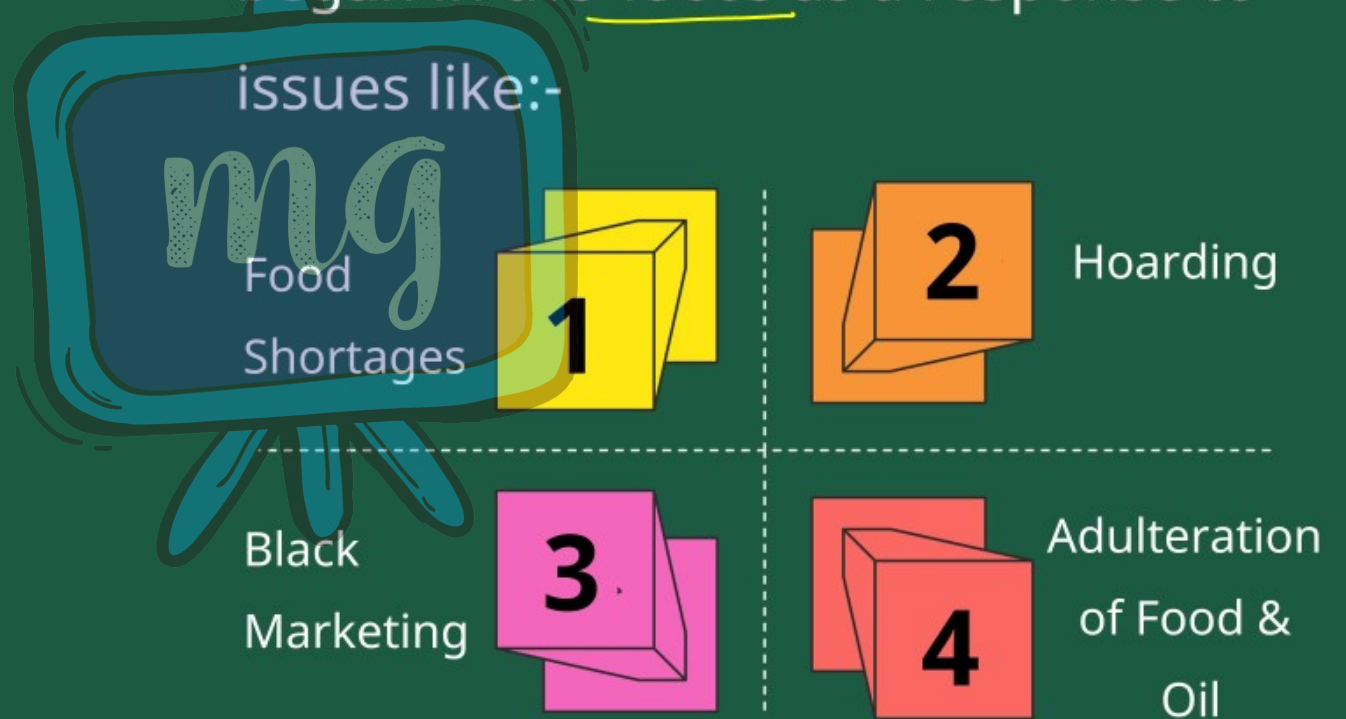
## CONSUMER MOVEMENT

- ▮ Arose from dissatisfaction with unfair practices by sellers.
- ▮ Lack of legal protection against marketplace exploitation.
- ▮ It was believed that it was consumers responsibility to be careful in buying.
- ▮ Organizations created awareness & shifted responsibility to sellers.



▮ In India, the consumer movement began in the 1960s as a response to

issues like:-



- A significant development was the enactment of the Consumer Protection Act 1986 ("COPRA") by the Indian Government in 1986.



**CONSUMER PROTECTION  
ACT 1986**



# Consumers International

# CONSUMERS INTERNATIONAL

- ▮ In 1985, UN Guidelines for Consumer Protection was passed.

- ▮ Purpose

  - ✦ This would act as tool, nations can adopt to protect consumers .

  - ✦ Consumer advocacy groups could press their Governments to make laws.

- ☛ Umbrella Organization.
- ☛ Over 200 Member organizations from  
100+ Countries.





1

Which of the following is an example of consumer exploitation?

- A Selling a product at a discount.
- B Providing accurate information about a product.
- C Selling a product that is underweight.
- D Offering a warranty on a product.



**2** | The consumer movement in India started in the:

- A 1940s
- B 1960s
- C 1980s
- D 2000s

