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CONSUMER PROTECTION

Question 3:

What are the responsibilities of a consumer?

ANSWER:

A consumer is also responsible for safeguarding his own interest and to protect himself from exploitation. The following are some of the responsibilities of a consumer.

(i) **Awareness:** A consumer should be well aware of the availability of various goods and services so that he can choose carefully and wisely.

(ii) **Looking for Quality Marks:** A consumer must always look for the quality certification marks before the purchase of goods such as ISI in case of electrical goods, AGMARK in case of agricultural goods, etc.

(iii) **Asking for Cash Memo:** A consumer should always ask for cash memo or bills for the goods and services purchased. The bill acts a proof of purchase and can be used for future references.

(iv) **Reading Labels:** Labels on goods provide information regarding price, weight, expiry date of the product. The labels must be read carefully.

(v) **Honest Transactions:** A consumer must always choose legal dealings and discourage illegal trade practices such as black marketing and hoarding.

(vi) **Ensure Safety:** A consumer must carefully read the manuals and instructions provided by the manufacturer so as to ensure safe use of the product.

(vii) **Filing Complaint:** In case the product is found defective or any deficiency is found in the quality of the product, a complaint must be filed in the appropriate forum.

(viii) **Consumer Societies:** Consumer organisations and societies must be formed to work towards consumer education and awareness.

(ix) **Environment Protection:** The consumers must also work towards environment protection by avoiding wastes, pollution, etc.

