



World Consumer Day

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Introduction

Every year on 15th March world consumer rights day is celebrated with an aim to raise global awareness about consumer rights and promote consumer protection. The day is also commemorated to be aware of the market injustices across the world.

World Consumer Rights Day (WCRD)

World consumer rights day was inspired by president John F Kennedy, who sent a special message to the US congress on 15th march 1962, in which he formally addressed the issue of consumer rights. He was the first world leader to do so, he laid emphasis on the importance of consumer rights and became the first world leader to talk about consumer rights. On this day several organisation like consumer international celebrate the occasion by holding events to safeguard consumer rights. The consumer movement first marked that day in 1983 and now uses the day every year to mobilise actions on important issues and campaigns. World consumer rights day is an annual international event that signifies celebration and solidarity in the international consumer movement, demanding that consumer rights are to be respected and protected. The event also gives a chance to protest against the market abuses and social injustices which undermine those rights. On December 9, 1986, the consumer protection act was passed in the Indian parliament to empower consumers, the act focuses on the establishment of consumer councils, forums and appellate courts for the settlement of consumer grievances. The objective of the consumer protection act is to protect consumer against different types of exploitation such as defective goods, unsatisfactory services and unfair trade practices. Under the consumer protection act 1986 the government of India gives us six basic rights that every Indian must know.

Objectives

- Safe guard against malpractices
- Knowledge to the consumer

- Representation for consumers
- Publication of unjust practices
- Encouragement to business community
- Assistance in legal matters, improving marketing system
- To formulate and implement consumer education programmes
- To improve consumer awareness on unfair business practices
- To develop an understanding of the benefits of nutrition foods
- Moral and ethical justification

Rights

- Right to be heard at an appropriate forum
- Right to seek redressed in case of unfair trade practices
- Right to consumer education
- Right to goods and services at competitive prices
- Right to be informed about the quality, potency, purity, standard, and price of goods and services
- Right to be protected against wrong marketing of goods and services which are hazardous to the life and property

The national consumer rights day in India is celebrated on 24 December. Consumer have the right to file a complaint from anywhere, anytime, most people are not aware of their rights as consumers, so by celebrating this day will helps us to hold companies accountable and ensure that they treat us with respect and fairness. we make each and every consumer aware about their rights, aware of the right to demand protection and stay safe from fraudulent and cheating activities in the market, there are many other aspects of consumer rights that most buyers of products are not aware of, thus, by observing the consumer rights day, it is aimed to make people aware and educate them about the rights to seek protection and to stay safe from the fake brands and products in the market place.

Themes

World consumer rights day has grown in popularity and is celebrated every year with a specific them. Each year consumer rights day is celebrated with a theme,

- In 2020 the theme was “The sustainable consumer”, highlighting the important role that consumer rights and protection can play.

- 2021 “tackling plastic pollution” which focused on raising awareness and engaging consumers worldwide to adopt and promote more sustainable practices.
- 2022 the theme was “fair digital finance” digital banking consumers are expected to exceed 3.6 billion by 2024
- 2023 the theme was to “Empowering consumers through clean energy transitions”, Coming together for change in energy transitions, will support consumers through the cost of living crisis and help to meet net zero targets by promoting access to sustainable energy globally.
- This year (2024) consumer’s international has selected “fair responsible AI for consumers as the theme, breakthrough in generative AI have taken the digital world by storm.

Importance

The day is observed to influence consumers about their power and knowledge and against social injustice and market abuses. This day allows people to raise awareness against fraud practices, raises awareness to bring changes for the betterment of world consumers. It is important for a consumer to know their rights it helps them to understand about brands and companies and will get knowledge about the particular product. As a consumer it is our responsibility to be aware of our rights and to use them to protect ourselves from unfair practices. On world consumer’s day, the organizers arrange events and activities where discussions regarding protection and respect of the rights of consumer are discussed. Further, no discrimination is done on the basis of the background of the buyer or the product being purchased.

How to Observe World Consumer Rights Day

- Participate Consumer Rights Awareness Events
- Educate Others about Rights
- Share Your Consumer Rights Story
- Educate yourself

Conclusion

World consumer day is observed across the globe to promote basic rights of all consumers, demanding that those rights are respected and protected. The day is commemorated to be aware about the market injustices across the world.

Reference

<https://pib.gov.in/PressNoteDetails.aspx?NoteId=151874&ModuleId=3>

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