

ABILITY ENHANCEMENT COURSE OFFERED TO SECOND SEMESTER

CONSUMERISM-AEC-101-C

Unit-I

Consumer: Types, Difference between consumer and Customer. Consumer movement and consumer protection in India, historical perspectives, the post independence scenario. Emergence of consumer protection and Co-operatives in India. Certifications as a tool of consumer protection: ISI certification, AGMARK, Trade and Merchandise Mark, Drugs and Cosmetic Control.

Unit-I

Consumerism: Concept of consumerism, consumer justice and consumer sovereignty, and development of public policy and consumer justice. Countervailing influence: Responsibilities of manufacturers, producers and organisations. Gandhian principle of trusteeship.

Unit-III

Development of consumer protection movement in international sphere, International Convention on Consumer Justice, role of Consumer International (CI), International Activities for Consumers Protection, IOCU, FAO, ILO, WIPO, WHO, UNCTAD, UN guidelines for Consumer Protection.

Unit-IV

Consumer Education: Consumer Awareness, Consumer rights and duties, particularly in rural areas and amongst the farmers, lack of access to information. Emergence of new Consumer Movements: Green Consumerism, Cyber Consumerism.

Unit-V

Consumer Protection Act 1986: Consumer protection councils in India, Central, State and District councils, Consumer dispute Redressal agencies, Role of Media in consumer awareness, Jago Grahak Jago and other consumer awareness campaigns.

Suggested readings(Latest edition)

1. Sanjay Kaplan, Consumer Movement in India: Issues and Problems, Sarup and Sons, New Delhi
2. N. K. Babu, Emerging Trends in Consumerism in India, Sonali Publications, India
3. Peter N. Streams. Consumerism in World History. The Global Transformation of Desire, Routledge.
4. V.K. Agrawal, Consumer Protection Law & Practice, B.L.H. Publishers.
5. Dr. Gurjit Singh, The Law of Consumer Protection in India, Deep and Deep Publications.

