CONSUMER PERCEPTION AND AWARENESS ABOUT
CONSUMER RIGHTS AND CONSUMER PROTECTION ACT:
A STUDY IN DISTRICT RAIPUR (C.G.)

Dr. A.K.Chandra
Department of Management
Bhilai Institute of Technology,
Bhilai House, Durg (C.G.)

Abstract:

The Consumer Protection Act, 1986, is one of the socio-economic legislation which has been enacted for protecting the interests of the consumers in India. Unlike existing laws which are punitive or preventive in nature, the provisions of this Act are compensatory in nature. The Act is also intended to provide simple, speedy and inexpensive redressal to the consumers' grievances, and relief of a specific nature and award of compensation wherever appropriate to the consumer. Consumerism is fast emerging as an environmental force affecting major business decisions as consumers become more aware about their rights. Even though comprehensive statutory measures have been provided in India for curbing unfair business practices, for protecting consumer interest, and for promoting consumerism; companies have yet to do a lot. This paper analyse consumer awareness and perception about consumer rights and consumer protection Act by use sample from district Raipur through their purchase behaviour and their action in case of dissatisfaction form the purchased goods.

Key Words: Consumer rights Consumer Protection, Consumerism, Consumer purchase behaviour Chi-square and correlation.
1.1 Introduction:

It is rightly said if there is no consumer, there will be no business, so consumer is the center of all economic activities. In a layman’s language, every human being who consumes anything for survival is a consumer. The consumer protection Act, 1986 also treat those as consumers who do not purchase but consume the goods / services to satisfy their needs. But the importance of the consumer to the business has not been yet fully realized. When consumers have cause to complain about a defective product or inefficient service, it has no guarantee that grievance will be redressed. Unless there is a general awakening and consciousness about consumers’ rights among consumers. In India consumers have no strong foundation for their social movement, which can protect their interest from professional sellers. In order to grow consumerism in their competitive environment, the focus on all those activities must be given, which satisfy consumers. A consumer will be satisfied if, his/her interests are safeguarded and the product or services when consumer has purchased lives up to his expectations. For strengthening consumers’ voice, there must be joint responsibility of the central and state government departments, consumer councils, voluntary organisations and consumer themselves. Indian government has enacted law named consumer protection Act which was passed on 24th Dec. 1986. Sec 9 of the consumer protection Act 1986 deals with the establishment of consumer dispute redressal agencies, providing three-tier redressal machinery, viz. District Forum, State Commission and National Commission. A perusal of all the existing literatures suggest, that no serious efforts have been made to asses the level of Consumer knowledge about their Consumer Protection Act and their awareness about the existence and functioning of the consumer forum at District, State or National level. Even though Government of India has amended the provision of the Act in the Year 2002 and 2005 to implemented more effectively.

1.2 Review of Literature

In 1950’s an unprecedented volume of federal legislation favoring consumers was passed. The Food Additive Amendment and Textiles Fibre Product Identification Anwere passed during 1958. President John F. Kennedy formed the Consumer Advisory Council in 1962 and sent the first presidential consumer massage to the US congress.

G. David and Epstein’s book introduces the major issue in consumer law and summaries the principles governing it. They have also discussed the rules governing consumer transactions and the policies underlying these rules.

The Consumer Movement organized in United State, was a countervailing defensive force to safeguard the interest of the consumers from the abuses of economically powerful sellers and it spread gradually to many parts of the world. In some countries it became a deep-rooted movement and in others a highly militant movement. The nations where the consumer movement has shown much strength are the United States of America, Britain, Germany, New Zealand, France and Japan.

Gurbax Singh’s book contains an exhaustive commentary on the Consumer Protection Act, 1986 together with the central Consumer Protection Rules, 1987. Some of the leading judgments pronounced by the National Commission and various State Commissions have been printed at the end of the book and a list of appropriate consumer product testing laboratories and voluntary consumer organizations have been given in the appendices. One of the outstanding features of this book is that it contains a model form of complaint and appeal under the 1986 Act.
Raj Rani, has reviewed the existing legislative protection available to Indian consumer at both Central and State Government levels and the efforts made by manufacturers’ and traders’ associations and consumers’ organisations. She has assessed the views of middle class home makers in respects of areas of consumer interests and problems. She has finally offered valuable suggestions.

M.Rengasamy, has examined the various possible form of exploitation of consumers by manufacturers and traders, and the current state of laws relating to the problems of consumer protection against exploitation. He has pointed out the factors, which contribute to the preparation of such consumer exploitation and the effectiveness of the existing legal mechanism in the light of current knowledge of the causes and treatment of the disorder. Finally, he has offered valuable suggestion to enhance consumer protection.

A survey conducted by Sawarkar, in Marathwada, on a sample of 750 consumers, during the years 1994 and 1995, revealed that while a majority of the respondents (51.33 per cent) were totally ignorant of the CPA measures, 49.12 per cent of the respondents were unaware of the Consumer Forum set-up under the act 54.38 per cent of the respondents did not know how to file a complaint. It was also found that 36.84 per cent respondents did not insist on a purchase receipt. Sawarkar concluded that the main reasons why dissatisfied consumers did not file complaints before any consumer forums set-up under the CPA were the lack of awareness about the CPA measures and the absence of the purchase document.

Rinchins, found that most of the consumers engage in multiple complaint responses, including complaining to retailers, and narrating their bad experience to friends and relatives.

Bagozzi and Warshaw, observed that the consumer did not often engage in consumer complaint responses as an end in itself but to achieve some desirable goals, including redressal and non-repetition of complaints.

1.3 Justification of the Study : -

Seeing the importance of consumers Government of India has designed a number of Acts to protect the interest of consumers from professional sellers. For example – The drugs (Control) Act, 1950 The Industrial (Development & Regulation) Act, 1951, The Indian standards Institution (Certification) marks Act 1952, The drugs and magic Remedies (objectionable advertisement) Act, 1955, The standard of weights and measures Act 1976 , The prevention of Black- Marketing and Maintenance of supplies of Essential commodities Act 1980 etc. But consumer was regularly cheated and mislead by the marketers. So there was a need to designed a specific Act dealing with the consumer. In the year 1986, Government has enacted a law named consumer protection Act, 1986, which is implemented through the country except Jammu and Kashmir. After the liberalization of the economy when the country has opened its boundary for foreign competitors, the importance of this Act automatically increased. The Act includes number of provisions for protection of interest of consumers. After the enactment of this Act no effort is made by any organisations or agency to judge the effectiveness of this Act in this area. This reasons prompted me to conduct the study on this area, to measure the effectiveness of consumer protection Act and its provisions.

1.4 Objective of the study:-

The main objective of the research study is to know the level of awareness about consumer rights, consumer redressal agencies and the opinion of consumers towards the working of
the redressal agency functioning in District Forum Raipur (C.G.) along with some other objectives as –

1. To analyze the working of consumer forum Raipur.
2. To analyze consumer movement in district Raipur.
3. To find out the applicability of the Act and its effectiveness in district Raipur.
4. To highlight problems of the district consumer forum, Raipur.
5. To analyze some eminent cases decided by district consumer forum district.
6. To explore the possibility to develop a consumer culture among the consumers of Raipur.
7. To determine how to make more meaningful consumer right through developing this knowledge among the consumer Raipur.
8. To ascertain the viewpoint of marketers w.r.t. consumerism and consumer protection act.
9. To examine hypothesis regarding consumers knowledge and awareness.

Besides the above it is our endeavor to explore the possibilities of developing a consumer culture and relate it to marketing concept. How consumer rights be made more meaningful has also been determined on the basis of non qualified facts collected through personal interview of different classes of consumers as well as traders.

1.5 Limitation of the study:

This study is not free from the limitations because as a researcher who is heavily depend upon primary data. Sometimes indifferent and unwilling respondents. Consumers taken hailed from urban, semi-urban and rural areas, a number of visits have to made to contact them for getting the questionnaire filled in language also created some problems mainly in case of rural consumers. Researcher was also depended on the data collected from the District Forum Raipur. Even the data from the published sources at variant nature is also collected. So in collecting those data of primary and secondary nature the time, labour and money involved in them also acted as limiting factor for this study.

2.1 Research Methodology:-

Research design is a logical and systematic plan prepared for directing research study, of the various forms of research design, descriptive research design has been chosen for the purpose of present study. This design involves the formulation of specific hypotheses and testing them through statistical inferences. This researcher has used this research design for his study in district Raipur and collected the data from different respondents sometimes putting before them the views of opposite respondents. Taking into account the availability of time and fund to a single researcher, it has been decided to follow the sampling method of investigation for the purpose of present study. Again to collect the primary data, this researcher has used ‘Direct personal interview method’ to obtain the information from district consumer Forum Raipur and also schedules sent through enumerators method to collect the information from the selected consumers of District Raipur who are spread over in urban, semi-urban and rural. The later method has been more suitable in the case of consumers in rural and semi-urban areas, where enumerator,(the researches him self) has to solve the language problem of the rural consumers. Non probability sampling technique based on convenience and judgment has been used for collecting primary data and all efforts have been made to include all segments of the society in order to make sample as representative as practically possible. Therefore the sample consists of 400 consumers of Raipur District hailing from urban (200) semi-urban(100) and rural(100). Again, these consumers have been classified
according to education level (i.e. Matriculation graduation, post graduation and professional); occupation wise (i.e. in government job, private job and business class) and also monthly income – wise (i.e. Rs.2000 to Rs.5000, Rs.5000 to Rs.9000, Rs.9000 to Rs.11000 and Rs.11000 and above). A suitable questionnaire seeking information directly from the respondents is used for the purpose. Regarding the information relating consumers, awareness, it is selected three areas of consumers buying i.e. non-durable consumer goods, durable consumer goods and services. In each case the parameters affecting the consumers buying behavior has been developed and used. Again, for information relating to consumers knowledge and awareness towards their legal rights and actions available to them, it is used another set of parameters. In addition to classification and tabulation techniques. This researcher has most used chi-square test of dependence for the simple reason that the problem in the study is only to identify whether consumers having different background, education, occupation and income have different purchasing behaviours for different types of products/services. T-schuprove proposed measure “T” instead of “C” of Karl Pearson for testing the level of awareness and knowledge of the consumers has been preferred and used.

2.1 Hypothesis Framed

Keeping in mind the objectives of the study, appropriate null and alternative hypothesis are formulated and tested using statistical techniques such as chi-square, coefficient of contingency, c, and T-schuprove formula.

3. Consumerism & consumer protection Act 1986-

With the advent of industrial revolution, consumers were compelled to purchase the goods/things being introduced through advertising and sales promotion techniques. As such, production dominated the consumption. The producer’s aim was to earn as much profit as possible. This also led to unethical practices like poor quality, black marketing, dissemination of inappropriate and incorrect information, promotion of hazardous products, charging higher prices etc. with no concerned for the interest of the consumers. It was a situation where consumers at large were exploited to a movement that is known as consumerism. The concept of consumerism can be explained with three approaches viz. as movement, as social event and as marketing concept. Ralph Nadar is considered to be father of consumer movement in America.

Various laws have been enforced from time to time to protect the consumers from unfair practices. Of late Government of India has introduced consumer protection Act, 1986. It came into force on 1st July 1987, through the country except Jummu and Kashmir to protect the following consumer rights:

- Right to Safety.
- Right to be informed.
- Right to choose.
- Right to heard.
- Right to seek redressal, and
- Right to Consumer education.

Needless to mention that in India a number of associations at different locations are working to protect to above-mentioned rights. A detailed list of this association is mentioned in this chapter. These associations inspired the government to enact a law. So government passed consumer protection Act in 1986. This Act endeavors to remove the
helplessness of an innocent consumer, which he faces against powerful businessman. Section 9, of the consumer protection act 1986, provides the establishment of consumer dispute, redressal agencies in each district. On the basis of the provisions of the Act a District Forum in Raipur was also established in year 1994 at R.D.A. building Sharda chowk Raipur with one president and two other members of them one is lady member.

4. Legal framework of consumer Protection:
To protect the interest of the citizens and their properties in the country is the duty of the Government. To fulfill this duty the Government of India has enacted number of laws, which are elaborated in this chapter. But the main emphasis is given on the consumer protection Act, 1986. The researcher has analysed the cases decided by the different forums of the country regarding goods and services. The decisions of the honorable judges of different consumer redressal agencies for impure blood, Manufacturing defects in car, defective medicines, defective tea, banking services, insurance services, medical services, courier Services, telephone services, Air lines services, etc, have been cited to disclose the effectiveness of the Act.

Keeping in mind the objectives of the study, appropriate null and alternative hypothesis are formulated and tested using statistical techniques. Such as, chi-square test of independence, coefficient of contingency, c, and T- schprove formula.

5. Data collection and tabulation:

<table>
<thead>
<tr>
<th>Category of goods/services</th>
<th>Segment of consumers</th>
<th>Obtained Value of $x^2$</th>
<th>d. f.</th>
<th>Level of Significant</th>
<th>Table value of $x^2$</th>
<th>Null hypothesis $Ho$</th>
<th>Result</th>
<th>Alternative hypothesis $H_1$</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) Non-durable consumer goods</td>
<td>Background</td>
<td>88.80</td>
<td>8</td>
<td>6</td>
<td>5%</td>
<td>12. 54</td>
<td>Ho1</td>
<td>Rejected</td>
<td>$H_1$</td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td>32.25</td>
<td>5</td>
<td>6</td>
<td>5%</td>
<td>12. 54</td>
<td>Ho2</td>
<td>Rejected</td>
<td>$H_1$</td>
</tr>
<tr>
<td></td>
<td>Occupation</td>
<td>17.88</td>
<td>9</td>
<td>6</td>
<td>5%</td>
<td>12. 54</td>
<td>Ho3</td>
<td>Rejected</td>
<td>$H_1$</td>
</tr>
<tr>
<td></td>
<td>Income</td>
<td>38.31</td>
<td>7</td>
<td>9</td>
<td>5%</td>
<td>16. 92</td>
<td>Ho4</td>
<td>Rejected</td>
<td>$H_1$</td>
</tr>
<tr>
<td>(B) Durable consumer goods</td>
<td>Background</td>
<td>131.5</td>
<td>21</td>
<td>6</td>
<td>5%</td>
<td>12. 54</td>
<td>Ho5</td>
<td>Rejected</td>
<td>$H_1$</td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td>15.44</td>
<td>2</td>
<td>6</td>
<td>5%</td>
<td>12. 54</td>
<td>Ho6</td>
<td>Rejected</td>
<td>$H_1$</td>
</tr>
<tr>
<td></td>
<td>Occupation</td>
<td>10.79</td>
<td>8</td>
<td>6</td>
<td>5%</td>
<td>12. 54</td>
<td>Ho7</td>
<td>Accepted</td>
<td>$H_1$</td>
</tr>
<tr>
<td></td>
<td>Income</td>
<td>39.72</td>
<td>3</td>
<td>9</td>
<td>5%</td>
<td>16. 92</td>
<td>Ho8</td>
<td>Rejected</td>
<td>$H_1$</td>
</tr>
<tr>
<td>(C) Services</td>
<td>Background</td>
<td>19.91</td>
<td>4</td>
<td>6</td>
<td>5%</td>
<td>12. 54</td>
<td>Ho9</td>
<td>Rejected</td>
<td>$H_1$</td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td>9.068</td>
<td>6</td>
<td>5%</td>
<td>12. 54</td>
<td>Ho10</td>
<td>Accepted</td>
<td>$H_1$</td>
<td>Rejected</td>
</tr>
<tr>
<td></td>
<td>Occupation</td>
<td>7.742</td>
<td>6</td>
<td>5%</td>
<td>12. 54</td>
<td>Ho11</td>
<td>Accepted</td>
<td>$H_1$</td>
<td>Rejected</td>
</tr>
<tr>
<td></td>
<td>Income</td>
<td>23.91</td>
<td>9</td>
<td>9</td>
<td>5%</td>
<td>16. 92</td>
<td>Ho12</td>
<td>Rejected</td>
<td>$H_1$</td>
</tr>
</tbody>
</table>
After testing the Framed hypothesis the Findings are as below.

1. On the basis of result obtained from the testing of hypothesis it can easily be analysed that consumers of different locational background different level of education, different occupation and different level of income have significant difference in their purchase behaviour for non-durable consumers goods on the factors like price, quality, packing and weight. It is also drawn that the background of the consumers have very wide difference in their purchase behaviour, whereas occupation level of consumers have less difference in comparison to income and education level of the consumers at the time of purchasing non-durable consumer goods.

2. For durable consumer goods the factors like quality, price, guarantee and after sales-services have significant importance in the behaviour of consumer so on that basis, it is analysed that the locational background has very wide significant difference among the urban consumers, semi- urban consumers and rural consumers. After that there is significant difference in purchase behaviour irrespective of their income and education level for durable consumer goods. But the consumers of different occupation level have no significant difference in their purchase behaviour.
3. For availing the services the factors like quality, quickness, timeliness and regularity of the services are set as parameters to judge the behaviour of the consumers. Through result it is drown consumers of different locational background have significant difference in availing the services w.r.t. above parameters. Consumers belonging to the urban areas are more conscious regarding the quickness and regularity of the services whereas rural consumers prefer the quality of the services as first preference of their behavior. It is also shown that the behaviour of the consumers of their income level there is significant difference in availing the services for the above set parameters. Consumers have been different occupation and different education levels have no significant difference in their behaviour for above set factors at the time of availing the services. It indicates that the impact of occupation and education on these factors is neglected.

4. To judge the reaction of the consumers in case of their dissatisfaction after purchasing the products/availing services. There is noticed in the parameters like lodge the complaint, return the goods, stop the purchasing form that shop/products and file suit in District Forum. It is concluded that consumer having different locational background, education level and their income level there is significant difference in their behaviour against the dissatisfaction after purchasing the goods/availing the services. But in case of consumers from different level of occupation have no significant difference dissatisfaction of purchased goods/services. It is shows that consumers of different level have their own limitations due to that reasons there is same behaviour against the dissatisfaction. The above set of findings indicates that demographic factors of consumers like locational background, education, occupation and income have no difference in the purchase behavior. It means irrespective of all those factors, demographic factors consumers always attempt to purchase those goods and services, which will satisfy them at maximum level for such purchasing. It is supposed that they are aware about the marketing practices, rules and regulations and efforts made by the governments to protect their rights. For this purpose the awareness of consumers regarding consumer rights is also be tested through the framed hypothesis and it is analysed that.

5. The knowledge of consumer rights and their locational background are independent in nature for this purpose “T” coefficient is measured and it is analysed that the value of “T” coefficient is very low from the unity so it is concluded that knowledge of consumer rights have significant difference from their locational background. It is also observed from the data that rural consumers are almost unaware about their rights.

6. The awareness about consumer Forum and their different locational background, education and occupation are independent in nature. For this purpose “T” coefficient is measured and it is concluded that the value of “T” is very low from unity. So it is analysed that awareness of consumer Forum particularly in case of rural consumer is very low.

6. Conclusions:-
Keeping in view the objectives of the study, data are collected from the various sources and its analysis is done in the preceding chapter through the discussion in this chapter the following are the conclusions drawn from the study.

1. It is analyzed that consumers having their different location background, education, occupation and income have wide difference in the purchase behavior for factors like – price, quality, packing and weight regarding non-durable consumer goods. It is also true that they have their different life style on the basis of the status and have different purchasing power along with their consumption patterns.
2. The researcher has noticed through the result that consumers of different locational background, education level and income level have significant difference in their purchase on the factors like quality, price, guarantee and after sales-services. It indicates that all segments of the consumers have the same importance for these factors. However the occupation of the consumers have impact in the purchase behaviour of durable consumer goods for the mentioned factors.

3. In case of the services availed by the consumers for the factors –quality, quickness, timeliness and regularity. It is concluded that consumers of different locational background and income level have significant difference for availing the services. Whereas education and occupation of the consumers have no significant difference for availing the services. It indicates that consumers of different education and occupation level have same importance for the factors mentioned above.

4. The actions taken by the consumers in case of their dissatisfaction is also analysed and it is found out irrespective of their locational background, education and income of the consumers have significant difference in their actions for the factors like lodge a complaint, return of goods/services and file a suit in District forum. But in case of different level of occupation there is a significant difference in actions taking by them in case of dissatisfaction for purchased goods/services for above-mentioned parameters.

5. To measure the knowledge of consumer rights it is observed that the background of consumers also affect the education of the consumers. So it is analysed that the rural consumers have vary little knowledge about consumer rights incomparison to urban consumers. The professional have awareness about consumer rights incomparison to those consumers having education up-to middle and lower level. It is also concluded that occupation have no significant difference about the knowledge of consumer rights. The only people who are associated with the legal occupation have shown their knowledge about consumer rights.

6. To judge the awareness about District Forum Raipur and its functioning. It is analysed the consumer of different residential background and occupation are very less aware incomparison to those who are educated with post-graduation and professional degree.

7. This researcher visited to District consumer Forum Raipur and collected the data from the authorities of the District Forum through structured questionnaire. It is analysed that District Consumer Forum Raipur is established as per the provisions of the Act. The forum is dealing the cases regarding products and services and staff appointed in the is of 7 persons. In the Act the period for deciding the case is maximum 90 days whereas consumer Forum Raipur takes an average time to decide the cases 150 days (5 months) and overall average cases decided per month is 47. It is also noticed that from the decision of the Forum that majority of the cases are related to the services mainly associated with financial matters. And very less number approximately 3% cases related with the provisions that consumer himself can file a suit in forum but in the District Forum Raipur during the above set period the lawyers file all the cases. There is no Voluntary Association in Raipur to protect the interest of consumers.

8. It is analysed that District Raipur no consumer movement exist. For this no Voluntary Association has come-forward to protect the interest of the consumers.

9. Since the Government has designed the Consumer Protection Act, and it is mandatory that each District these must be a Consumer Forum, so in Raipur a District Consumer Forum is established in the year 1994. It shows that after 7 years of implication of this Act, a District Forum Raipur was established. The District Raipur has population more than 12 lacs and since 1994 till june 2005 only 7027 case are registered in District Forum Raipur. So it can be concluded that effectiveness of this Act is not up-to mark because neither the
State Government nor the District forum has taken responsibility to develop the awareness about consumer rights, redressal agencies and its functioning to the consumers.

10. Through the personal interview with the officers of the Forum regarding the problems of the Forum. It is noticed that The Forum is not having sufficient fund to meet out the daily expenditures like issues of parties. Time to time due to the vacant position of the members/chairman and due to the on leave any of them the cases are not decided which increase the time in the decision of the cases. Generally the members follow the Chairman because he is the person from the legal background so in other words it can be said that District Forum depend upon single person Chairman. Since the filed cases are dealt by the lawyers so they mainly use the practices like civil suit and their practice remains to increase the time in decision of the cases by taking the dates for arguments.

11. The District Forum has decided number of cases in which majority of cases are concerned with finance company, insurance company and telephone industries, in some cases when the concern party was not obeying the decision given by the district Forum than this forum through issue of warrants implemented its decision.

12. It is noticed that the population of the continuous increasing the District Forum Raipur is also capital of the Chhattisgarh. Due to this reason the business and Government offices has opened their branches too. This emerges the cosmopolitan culture in Raipur and it also increase the education and aware ness among the consumers about consumer rights, District Forum and its functioning. It has also possibility that in near future the consumers of Raipur for Voluntary organisation to protect the consumers from professional sellers.

13. It is determined that the level of education and experience of the consumers about the marketing practices in this competitive era is continuously increasing. In Raipur the number of collages starting from the higher secondary to the professional level are opened and they all are trying to increase the awareness among the consumers about their interest through increasing the literacy rate. Since the literacy rate increasing, the consumers themselves protect their interest to develop the knowledge about their rights.

14. To analyze the marketers point of view regarding Consumerism and Consumer Protection Act it is noticed that marketers have less interest about consumerism and they not fully aware about the provisions of the Consumer Protection Act. Normally they informed that they have heard about it but they have not shown their interest about it. They reported that any circumstances regarding this Act would come; their lawyer will do needful for them.

**6. Suggestions:**

On the basis of the findings, the conclusions drawn from this study the following are the suggestions and recommendations.

1. To educate about the consumer rights the knowledge about their rights should be included in the course curriculum of the students from their child-hood.
2. Time to time academic Institution, Social Organisation and Government should organised the seminars, conferences and exuviations to develop consumer knowledge.
3. Telefilm in local language about consumer interests and rights should be shown to the rural consumers.
4. Consumers must also be educated about the various factors like measurement, quality and cost benefits analysis at time of purchasing non-durable consumer goods.
5. The Government should encourage the members of the redressal agencies for early judgment of filed cases.
6. The member of District Forum should discourage the lawyers regarding to give more dates for arguments of the cases.
7. The Government should encourage the Voluntary Organisations to come forward for the protection of consumer interest.

REFERENCE
1. Achla Delvi V/S Lipton India Ltd (1992) CPJ
5. Barsad Ali V/S West Bangal Essential Commodities Supplier Corp. 1993 CCJ 476 W.Bengal
12. D.R. Joshi V/S Moter Industries Co. Ltd 1991 (2) CPR 14
15. J.K.Jain (Dr.) V/S SipaniAutomobiles I (1992) CPJ 271