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Topic :- Consumer Awareness about  
consumer Rights.

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# WHO IS CONSUMER ?

Any individual who purchase products or services for his personal use not for manufacturing or resale is called a consumer.

A consumer is a person who buy any goods or hires any services for valuable consideration.

Example :- Ram is a person who purchase ~~chocola~~ chocolate for his own consumption.

On the other side His brother also purchase chocolate but not for consumption. He buy it for his Bakery use. He is not a consumer. Because he doesn't actually consume it.

# CONSUMER RIGHTS

→ Right to safety

→ Right to Information

→ Right to choose

→ Right to be heard

→ Right to redressal

→ Right to consumer education.

Guaranteed under the consumer protection Act 1986.

# 1. RIGHT TO SAFETY

Consumer has the right to be protected against marketing of such goods and services are the hazardous to health, life and property.

There are several fake, adulterated, inferior, defective, ineffective and dangerous goods available in market. They are injurious to health. Consumer has the right to safety from such goods as well as are likely to cause harm body and health.

# 2. RIGHT TO CHOOSE :

Under this right, consumer may form among the variety of goods and services available in the market. One finds in the market. One finds in the market goods of different brand, quantity, shape, colour, size, design and price provided by different manufacturers.

### 3. RIGHT TO BE INFORMED :-

Consumer has the right to get all ~~near~~ necessary information on the basis of which he may decide to buy the goods or services. Consumer have right to be informed about the quality, quantity, purity, potency, standard, price of goods etc.

### 4. RIGHT TO HEARD :-

Consumer has the right to present before the appropriate forum or authorities all those matters ~~into~~ which affective his interests. This right includes the right to make ~~pro~~ protest and file complaints. Express his problems, complaints and unjust treatment meted out to him.

## 5. RIGHT TO SEEK REDRESSAL :-

Consumer has the right to get his claims and complaints settled against the manufacturers and sellers.

This right provides the consumer freedom from unfair trade practice or unscrupulous exploitation by the traders. Besides, it help him secure compensation.

## 6. RIGHT TO CONSUMER EDUCATION :-

Consumer is entitled to get information or educated about those things which are necessary for him. Such an education creates awareness about his right and he comes to know when to approach for the redressal of his grievance and exploitation.

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# CONCLUSION

- For saving the consumer interest they are "Consumer Protection Act - 1986". Consumer Protection act providing proper protection of the fundamental rights and interests of the consumers, freeing them from exploitation.
- The consumer ~~as~~ should aware about there all rights. They should exercise there all rights.
- People are now wide aware of their rights as consumers and they are remedies available ~~of~~ to them.
- Consumer is King of Market.