

**VIDYAVARDHAKA SANGHA®**  
**VIDYAVARDHAKA LAW COLLEGE**  
**Sheshadri Iyer Road-Mysuru-01**

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**WORKSHOP ON CONSUMER AWARENESS PROGRAMME REPORT - 2021**

On **15<sup>th</sup> March 2021** at 11.30AM Workshop on Consumer Awareness was organized in association with BIS Bangalore, All Indian Consumer Welfare Association, Nagpur & Nehru Youth Centre, Mysore at Room No 09. Sri Shivakumar H S Co-ordinator of the workshop welcomes the gathering. In this programme inaugurated by Sri. Siddaramappa Director Nehru Youth Centre, Mysuru. In his inaugural address he pointed out that, consumer protection is the practice of safeguarding buyers of goods and services, and the public, against unfair practices in the marketplace. Consumer protection measures are often established by law. Such laws are intended to prevent businesses from engaging in fraud or specified unfair practices in order to gain an advantage over competitors or to mislead consumers. They may also provide additional protection for the general public which may be impacted by a product (or its production) even when they are not the direct purchaser or consumer of that product. For example, government regulations may require businesses to disclose detailed information about their product, particularly in areas where public health or safety is an issue, such as with food or automobiles. Consumer protection is linked to the idea of consumer rights and to the formation of consumer organizations, which help consumers, make better choices in the marketplace and pursue complaints against businesses. Entities that promote consumer protection include government organizations.



In this workshop Chief Guest Dr. M.P Varsha, State President, All Indian Consumer Welfare Council. Spoke about Consumer Dispute Redress Forums have been set up throughout India in each and every district in which a consumer can file his/her complaint on a simple paper with nominal court fees and his/her complaint will be decided by the Presiding Officer of the District Level. The complaint can be filed by both the consumer of a goods as well as of the services. An appeal could be filed to the State Consumer Disputes Redress Commissions and after that to the National Consumer Disputes Redresal Commission (NCDRC). The procedures in these tribunals are relatively less formal and more people friendly and they also take less time to decide upon a consumer dispute[6] when compared to the years-long time taken by the traditional Indian judiciary. In recent years, many effective judgments have been passed by some state and National Consumer Forums. Indian Contract Act, 1872 lays down the conditions in which promises made by parties to a contract will be legally binding on each other. It also lays down the remedies available to aggregate party if the other party fails to honor his promise. The Sale of Goods Act of 1930 act provides some safeguards to buyers of goods if goods purchase



Another Chief Guest, Prof K.B Vasudeva Director of Legal Studies analyzed the importance of Consumer awareness in the contemporary era. Consumer protection means safeguarding the interest and rights of consumers. In other words, it refers to the measures adopted for the protection of consumers from unscrupulous and unethical malpractices by the business and to provide them speedy redressal of their grievances.

The resource person of this workshop Sri M Pradeep Kumar, Scientist, Indian Standard Bureau, Bangalore explained on the concept of Food Adulteration how it's dangerous to consumer protection. Food Adulteration can be defined as the practice of adulterating food or contamination of food materials by adding a few substances, which are collectively called adulterants. Adulterants are the substance or poor quality products added to food items for economic and technical benefits. Addition of these adulterants reduces the value of nutrients in food and also contaminates the food, which is not fit for consumption. These adulterants can be available in all food products which we consume daily, including dairy products, cereals, pulses, grains, meat, vegetables, fruits, oils, beverage.



This Workshop presided by Smt. Deepu P Principal, in her presidential address, she pointed out Consumer protection laws offer an important part of a reliable market economy. While "buyer beware" was once the motto of the free market, these regulations help keep sellers honest, with no threat of unpleasant surprises. Suppose you buy a new bike for your daughter as a birthday gift. When she tries it in the park three weeks later, you both notice the front tire is bent. What do you do? Should you fix it yourself and avoid the trouble of going back to the store? Has the return time lapsed? Is the bike still covered under warranty? What do you do if you didn't purchase extra insurance coverage? Does a rain check apply if the price suddenly changes if you need to buy a new item? The blue sweater you bought has given you a rash. When you look at the label, you notice that it's not 100% cotton as advertised. Instead, it is made from a mix of unpronounceable materials. Have you got a legitimate dispute with the seller? These are some of the scenarios that customers go through daily. Consumer protection legislation is meant to protect us against these types of issues. That is why it's important to familiarize ourselves with the more common consumer protection laws.

This workshop was witnessed by Teaching, Non-Teaching Staff and Students.