

## CONSUMER AWARENESS AND PROTECTION

|                |  |                  |                   |                    |             |
|----------------|--|------------------|-------------------|--------------------|-------------|
| Course Code    | COM1FM105 (3)  |                  |                   |                    |             |
| Course Title   | <b>CONSUMER AWARENESS AND PROTECTION</b>   |                  |                   |                    |             |
| Type of Course | MDC  |                  |                   |                    |             |
| Semester       | I  |                  |                   |                    |             |
| Academic Level | 100-199  |                  |                   |                    |             |
| Course Details | Credit   | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 3  | 3                |                   |                    | 45          |
| Pre-requisites | There are no formal prerequisites for the course, but a basic understanding of consumer behaviour, business ethics, and legal principles may be beneficial   |                  |                   |                    |             |
| Course Summary | This course is designed to educate students about their rights as consumers, empower them to make informed purchasing decisions, and equip them with the knowledge and skills to protect themselves from deceptive practices |                  |                   |                    |             |

### Course Outcomes (CO):

| CO   | CO Statement   | Cognitive Level* | Knowledge Category# | Evaluation Tools used                      |
|--|--|------------------|---------------------|--|
| CO1  | Gain an understanding of basic consumer rights, such as the right to safety, information, choice, and redress, as well as their corresponding responsibilities in the marketplace. | U                | C                   | Instructor-created exams / Quiz Assignment |
| CO2  | Develop critical thinking skills to evaluate marketing practices, product claims, and pricing strategies, and to assess the credibility of information in the marketplace.         | An               | C                   | Project                                    |
| CO3  | Learn how to advocate for consumer rights and contribute to positive change by raising awareness, reporting violations, participating in consumer movements,                       | An               | P                   | Examinations<br>Project                    |
| CO4  | Learn to recognize common consumer issues and deceptive practices, such as false advertising, fraud etc  | An               | C                   | Project<br>Case study                      |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M) |  |                  |                     |  |

### Detailed Syllabus:

| Module     | Unit  | Content  | Hrs       |
|------------|---|--|-----------|
| <b>I</b>   | <b>INTRODUCTION TO CONSUMER PROTECTION</b>                                    |  | <b>8</b>  |
|            | 1   | Concept of consumer Protection-Importance of consumer protection   | 1         |
|            | 2   | Role of consumer protection agencies and organizations   | 1         |
|            | 3   | Concept of Consumer awareness  | 1         |
|            | 4   | Fundamental consumer rights and responsibilities   | 1         |
|            | 5   | Case studies illustrating violations and resolutions   | 3         |
|            | 6   | Ethical considerations in consumer behaviour   | 1         |
| <b>II</b>  | <b>THE CONSUMER PROTECTION LAW IN INDIA</b>                                   |  | <b>10</b> |
|            | 7   | Consumer rights- UN Guidelines on consumer protection  | 3         |
|            | 8   | Consumer goods-defect in goods-spurious goods and services   | 2         |
|            | 9   | Service-deficiency in service  | 3         |
|            | 10  | Unfair trade practice- Restrictive trade practices   | 2         |
| <b>III</b> | <b>ORGANIZATIONAL SET-UP UNDER THE CONSUMER PROTECTION ACT</b>                |  | <b>10</b> |
|            | 11  | Advisory Bodies: Consumer Protection Councils at the Central, State, and District Levels   | 3         |
|            | 12  | Adjudicatory Bodies: District Forums and State Commissions   | 2         |
|            | 13  | National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial)   | 3         |
|            | 14  | Role of Supreme Court  | 2         |
| <b>IV</b>  | <b>GRIEVANCE REDRESSAL MECHANISM UNDER THE INDIAN CONSUMER PROTECTION LAW</b> |  | <b>8</b>  |
|            | 15  | Who can file a complaint - Grounds of filing a complaint- Limitation period  | 2         |
|            | 16  | Procedure for filing and hearing of a complaint  | 2         |
|            | 17  | Disposal of cases-Relief/Remedy available  | 2         |
|            | 18  | Temporary Injunction- Enforcement of order- Appeal- frivolous and vexatious complaints   | 1         |
|            | 19  | Offences and penalties   | 1         |
| <b>V</b>   | <b>Open Ended Module</b>  |  | <b>9</b>  |
|            | 1   | Case studies on consumer rights violations or fraud cases  |           |
|            | 2   | Role plays by dividing students into groups and assign them roles of consumers, sellers, and regulatory authorities and enact scenarios such as purchasing defective products, lodging complaints, and resolving disputes      |           |
|            | 3   | Arrange field visits to consumer protection agencies, regulatory bodies, or consumer courts where students can observe complaint resolution processes and interact with officials to understand how consumer rights are upheld |           |

## References

1. Consumer protection law in India- N V Paranjape
2. Consumer protection act: a commentary – G B Reddy
3. Consumer protection laws – Dr R K Bangia
4. Consumer awareness and protection – Dr S J Maheshwari
5. Consumer awareness, welfare and protection: problems and prospects – G Ganesan & M Sumathy