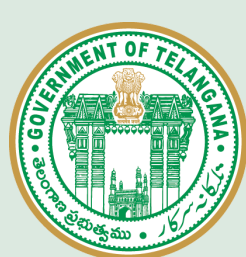


# NATIONAL CONSUMER RIGHTS DAY

DECEMBER 24, 2022

THEME: "FAIR DIGITAL FINANCE"



75 Azadi Ka Amrit Mahotsav



## ABOUT NATIONAL CONSUMER RIGHTS DAY



*Be alert and ensure your rights as a Consumer!*

*Wishing all a Happy Consumer Rights Day*

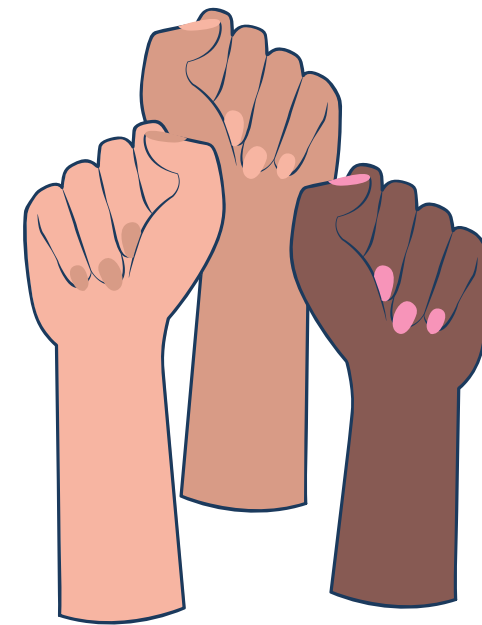
**Smt. A. Vani Prasad, IAS**  
Principal Secretary to Govt.  
Govt. of Telangana & Director  
General, EPTRI

In India, Consumer Rights Day is celebrated to highlight the importance of consumer protection and to educate consumers about their rights and how to exercise them. It is also an opportunity for consumer organizations and advocacy groups to raise awareness about consumer issues and to lobby for stronger consumer protections.

Each year, a unique theme is decided for Consumer Rights Day to spread awareness about consumer rights and responsibilities. This year the theme for National Consumer Rights Day is  
**"Fair Digital Finance."**



Consumer Rights Day is celebrated on December 24th in India. It is a day to recognize the rights of consumers and to raise awareness about consumer protection. The day is observed to mark the adoption of the United Nations Guidelines for Consumer Protection, which were adopted by the UN General Assembly on December 24th, 1985.



## THE SAGA

1960

### BIRTH OF THE CONSUMER MOVEMENT IN INDIA

Food hoarding and shortage, and black marketeering of food births the consumer movement in India.

1970s

### GROWING INFLATION

Poor technology infrastructure and inflation leads to restlessness among consumers.

1986

### THE GOVERNMENT INTERVENES

The Government of India takes a major step with the enactment of the Consumer Protection Act.

2019  
REVISIONS

Keeping up with the times, the Consumer Protection Act of 1986 is revised.

## IMPORTANCE OF THE DAY



### A. More power to the people

Consumer rights reinforce the concept that the average person holds all the power against those in authority and can seek the rights they duly deserve.



### B. A breakthrough for India

With many previous loopholes in the general legal system of the country, the Consumer Rights Act was truly a breakthrough for India's economy. It reduces illegal trade and practices, and ensures that the consumer's hard-earned money is not wasted.



### C. Strength in solidarity

Simply passing an Act is not enough. There are still people out there who are unaware of their rights as consumers and a day dedicated to this aims to change that.

