



**CLASS X**  
**HOME SCIENCE**

**UNIT IX – CONSUMER EDUCATION**

**NOTES**

**SUMMARY**

Anyone who buys or uses any product is a consumer. Home makers are consumers in an economic and marketing system. Consumer education is required to give a better standard of living to all citizens. It is a preparation for everyday living because it helps people to make intelligent choices. It enables the consumers to buy wisely, use money intelligently and get greater satisfaction from their efforts.

Consumers have rights and responsibilities of obtaining all information, making the right choice, using products wisely and lodging complaints about the products they are buying. They have the rights to safety against hazardous products, can choose the goods after ascertaining the quality durability, purity, price, standard, etc. They have the rights to complain against the products and their complaints should be heard in the proper forum.

Purchase of goods when necessary, not blindly, to collect proper receipts and guarantee cards, **ISI** marks on electrical goods and **AGMARK** on food products, not to compromise the quality and to complain to appropriate authorities when products are found defective etc. are some of their responsibilities.

Consumers may face many problems when purchasing goods from the shops. They may want to purchase many items with their limited income. Items giving maximum utility and satisfaction should be purchased and proper receipts and guarantee cards should be kept intact. Pamphlets, booklets giving details about the products should be in the language known to the consumers.



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Malpractices used by traders for earning more profits should be properly looked into. Consumers have to find out if products have been manufactured defectively. Blending of fabrics in clothes has to be examined minutely. Purchase of items from the authorised agents should be strictly followed to ensure quality of the goods.

Adulteration is the most dangerous problem a consumer has to face. It may even lead to food poisoning. It may be in the form of addition of cheaper objects or substitution of materials etc. Consumers have to find out if the goods purchased by them have been measured as per norms of the department of weights and measures.

Consumers should collect information about the variety products and the range of prices for the same or similar goods. Only quality goods with relevant trademarks should be selected for purchase. All the advertisements should not be taken for granted when a particular product is to be purchased. They should not be carried away by the advertisements alone.

Not only this, labels of products which should highlight the materials used in the product, date of manufacture and expiry date etc. should also be examined. Consumers are to see if the seals of the company are intact or broken.

A product that is manufacture should conform to certain specific conditions of quality, weight, value, proportion and so on. The national standards in our country are adapted with suitable modifications from international codes. In India, the prevalent standard are specified by the **P.F.A** (Prevention of Food Adulteration), **Agmark** (Agricultural Marketing), **I.S.I.** (Indian Standard Institution), and **F.P.O.**(Fruit Products Order).

Consumers, now-a-days, have the right to use **R.T.I. Acts** to find out the ways in which the authorities are working with transparency and without any hidden agenda.