



World Consumer Week -2019

 **CERC-ENVIS Resource Partner**
www.cercenvis.nlc.in 

 **CONSUMERS INTERNATIONAL**
WORLD CONSUMER RIGHTS DAY
15.3.19

5 BILLION PEOPLE HAVE A MOBILE PHONE CONNECTION
WE WANT TRUSTED SMART PRODUCTS
#BETTERDIGITALWORLD

Report

Report: World Consumer Rights Day-2019

The consumer movement marks 15th March with World Consumer Rights Day every year, as a means of raising global awareness about consumer rights and needs.

The Consumers International World Consumer Rights Day theme this year focuses on ‘Trusted Smart Products’ and consumer organisations around the world are campaigning to improve the security, data, consumer protection and accessibility of smart products.

Consumer Education & Research Centre (CERC), CERC-ENVIS Resource Partner along with team of Consumer Club celebrated the DAY on 15th and 18th March 2019.

Officials of Weight & Measure Department- Government of Gujarat were also invited and participated in this campaign.

Government Employees Shri P.V. Patel, Assistant Controller, Legal Metrology and Director Consumer Affairs, Gujarat, Shri L.N.Patel Junior Inspector, Legal Metrology and Director Consumer Affairs, Gujarat and Shri H.A. Meer from Weight & Measure Department, Government of Gujarat and their inspector Trainees participated on the DAY.

Students from Suraj Hindi High School and F D High School from Ahmedabad also joined the campaign.

They were briefed about major consumer grievances that CERC receives and initiatives taken by CERC in consumer interest. They were also briefed about the menace of misleading advertisements and project the CERC is working on with the Department of Consumer Affairs, Government of India. Some interesting cases of Misleading Advertisements questioned by CERC were discussed. Made them aware of the importance of eco-friendly life also.

Ms Priyanka Joshi and Dr Ashoka Ghosh from CERC-ENVIS project talked about Environment Literacy- Eco Labeling & Eco Friendly Product and their objective and activities. CERC Complaint Head Shri Girish Shah and Shri T L Jose gave awareness on consumer rights, trusted smart products and how to file the complaint against fraud. Ms. Anusha Iyer, Misleading Advertisement Team - made the audience aware of the advertisements that are misleading today’s generation.

On World Consumer Rights Day (WCRD), CERC call upon Department of Consumer Affairs, Government of India to urgently form a Working Group with a specific focus to look at the interest of and protect consumers of Smart Products in India.

Date: 15/3/19







Date: 18/3/19





Posters:





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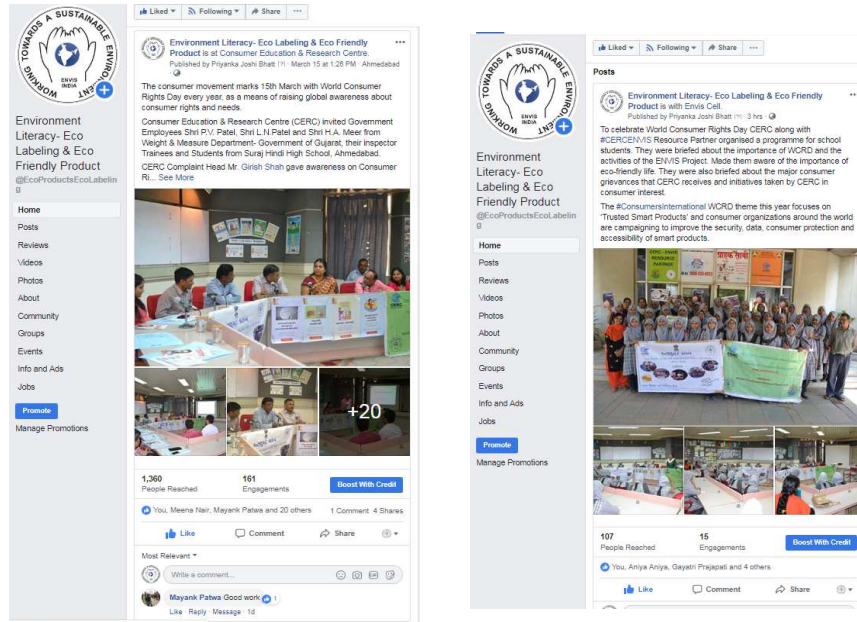
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**SMART PRODUCTS
OUTNUMBER PEOPLE
THREE TO ONE**

WE WANT TRUSTED
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Social Media Dissemination of information:

- Shared programme details on CERC-ENVIS FB page : www.facebook.com/EcoProductsEcoLabeling/



- Shared programme details on Consumer Education & Research Centre FB page: https://www.facebook.com/CERCcenter/?ref=br_rs

