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# UNIT 6 ORIGIN AND GROWTH

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## 6.1 OBJECTIVES

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After studying this unit, the learner shall be able to understand:

- the origin and growth of consumer movement at global level;
- consumer movement led economic development;
- the eight consumer rights; and
- consumer movement in India and the challenges ahead.

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## 6.2 INTRODUCTION

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Consumers suffer because of the blatant economic exploitation systematically followed by selfish businessmen through numerous restrictive and unfair trade practices. Consumer exploitation and the resulting dissatisfaction are the root

causes of consumer of consumer movement. **The consumer movement can be described as the organisation of activities and attitudes of consumers in relation to the distribution of goods. It can be viewed also as the exchange of relationship between buyers and sellers.** Consumer dissatisfaction arises in the exchange of relationship because the balance of power generally lies with sellers who are informed, well-organised and they possess professional knowledge of commerce.

This unit on the origin and growth of consumer movement familiarises us with the history of the world consumer movement. In its early phase, we find the development of informal co-operatives and purchase clubs in Britain, Scandinavia and Western Europe. In the middle of the 19<sup>th</sup> century, there emerged organisations seeking several goals similar to those sought by the consumer movement later on. Then came comparative testing of products and consumer guidance measures. Consumer Movement, as we know it today, started emerging from the 1930s.

The protection of people against economic exploitation has existed for several centuries. The history of consumerism can be traced back to the time when man entered into first transaction. He aspired equal if not more utility for the sacrifice he made. During the middle ages, the dishonest traders had their hands cut-off and a trader selling shoddy goods was dragged around town with his wares tied around his neck! Indeed, in 200 B.C. there were laws in India against food adulteration. The Laws of Manu which are several centuries old refer to punishments to be given to dishonest traders. The Greeks too had laws prohibiting adulteration of food. Ancient Egypt had laws on meat handling and inspection by food inspectors of the government.

Later, Industrial revolution offered more products to the consumer but capitalistic tendencies undermined the position of consumers in business functions. Magna Carta in England established standard measurements for wool. The first regulations regarding bread sises were established in 1226 A.D. Sale of adulterated food and drink was subject to criminal penalties in the 14<sup>th</sup> Century. The first consumer law was enacted in 1784 in Massachusetts followed by the law on weights and measures in 1790. In U.K. the Merchandise Marks Act was passed in 1862 and in 1878, the first Weights and Measurement Act was enacted. The well-known Sale of Goods Act came in to force in 1893.

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### 6.3 THE ORIGIN

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Consumer movement started from the United States and later spread to other European countries such as United Kingdom, Netherlands, Norway, Ireland, Germany and France. Subsequently, it spread to the Asian countries including Japan, India and Malaysia. With the advent of competition in the market movement gained momentum to emerge as a powerful weapon in the hands of consumers.

Consumerism first began in the USA in the early 1900s, when the American Government introduced two acts namely, **The Food and Drug Act** (1906) and **The Meat Inspection Act** (1906) and creation of the Federal Trade Commission (1914) for protection of consumer interest. Ever since then, more and more consumer acts and laws have been passed in USA, UK and many other countries.

The movement received impetus in the middle of the 19<sup>th</sup> century, when a section of consumers in England organised themselves to protest against exploitation

of labour by the textile industry and they gave a call to boycott the buying of textiles manufactured by such erring companies. There were also similar moves by another section against employment of child and women labour, and slavery.

Towards the end of the 19<sup>th</sup> century, there were sporadic attempts by consumers in the U.K., America and Europe to form Buyers Clubs in order to avoid middlemen and profiteering. The buyers clubs were like informal consumer co-operatives where goods were purchased directly from the producers and supplied to consumers to assure quality, prevent adulteration and ensure a reasonable price.

### 6.2.1 The Beginning in India

Any attempt to trace the origin of consumer movement in India will take us back to the beginning of trade and commerce. India's history reveals that in various periods and regimes of different kings and dynasties prior to the British rule, there were enactments to punish the dishonest and unfair traders and producers. The laws of Manu and Chanakya's 'Arthashastra' also refer to the concept of consumer protection against exploitation by the trade and industry, short weight and measures, adulteration and punishments to be awarded (to dishonest traders) for these offences.

In a country like India, the consumers needed protection because they were disorganised and individually they had a very weak bargaining power. Many of them were illiterate, ignorant and usually lacked information to make intelligent purchases. Often, they were not in a position to protect their interests while dealing with fully organised, united and well informed professional sellers.

The British introduced in India laws such as the Sale of Goods Act, Weights and Measurements Act which were being followed in England. Yet, historically consumers in India remained as highly neglected and ill-treated lots because markets for most essential products and services were sellers' markets allowing the manufacturers and traders to keep their one up position vis-à-vis buyers. Moreover, the plethora of consumer protection laws had turned out to be a close preserve of the bureaucracy. Thus, the kind of protection the gullible consumer needed was illusive.

Some organised effort to protect consumers from the middle men was made in the 1940s by eminent freedom fighters such as Sri Tanguuturi Prakasam, **C. Rajagopalachari (Rajaji)** etc. in Southern India. They started consumer co-operative stores to retail essential commodities. This became a social movement and the concept of consumer co-operatives spread to different parts of the country. Today, consumer organisations such as the Mumbai Grahak Panchayat in Mumbai are continuing this approach to consumer welfare by organising the procurement and distribution of essential items to their members.



Consumers on the move

The real consumer movement started in India when The Consumer Protection Act, 1986 was enacted which gave a new direction to the consumer movement. This Act is a social welfare legislation aimed at protecting rights of the consumers and providing for simple, speedy and less expensive remedy for the redressal of consumer grievances in relation to defective goods and deficient services. It provides a powerful weapon in the hands of the consumers to fight against exploitation by traders, manufacturers and sellers on one hand and providers of services on the other. During the last thirty years of the enactment of the Consumer Protection Act a large number of consumers have been benefited. Amongst other things, The Consumer Protection Act, 1986 has led to the creation of a National Consumer Disputes Redressal Commission, 35 State Consumer Disputes Redressal Commission and about 630 District Consumer Forums.

**Check Your Progress 1**

- 1) What were the buyers purchasing clubs?

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- 2) Who were the early exponents of consumer movement in India?

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- 3) When was The Consumer Protection Act enacted in India?

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## **6.4 FORMATION OF THE FIRST CONSUMER LEAGUE**

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The **National Consumer League** was the first consumer league to be formed in 1891 in the city of New York. Its formation was an indication of the growing strength of consumer movement, but, since this was a very limited effort, it did not grow into a full-fledged organisation. Until the mid-1920s, the consumer movement consisted of sporadic local activities like regulation of food and meat processing. In 1936, came the Consumers Union (CU) of the United States. For many years, it was the only consumer organisation of its kind in the world. Till finally in late 1960s arose the charismatic consumer champion **Ralph Nader**, whose efforts coupled with an increasing public awareness of consumer problems, led the consumer movement to its present state as a growing social, economic and potential force. Ralph Nader’s book “**unsafe at any speed**” (1965) brought the consumer safety issue into force. The major gains on behalf of the consumer were affected during the late 1960s and early 1970s.

### 6.4.1 The Early Global Scene

The Consumers Union's objective was to provide consumers with impartial information and advice on consumer goods and services and on all matters concerning family expenditure; through the monthly magazine called "Consumer Reports." The headquarters of the CU was at Mount Vernon in New York. Colston Warne was its founder and president for 44 years. "Consumer Reports," the monthly magazine of Consumers Union proved to be a runaway success. By 1957 its circulation had reached to nearly 800,000 copies. The magazine became an important means of spreading the concept of independent testing as a basis for providing sound and unbiased information to consumers.

### 6.4.2 U.K.

Several consumer organisations in the West trace their beginnings to the inspiration received from the example of Consumers Union and "Consumer Reports". One example is of Dorothy Goodman, an American living in London. She along with a few others started the Association for Consumer Research (later called the "Consumer Association") in 1956 in UK with headquarters in London. The first issue of its magazine, "Which", appeared in October 1957.

### 6.4.3 Germany

In 1953, a Central German organisation was formed in Germany. It coordinated many organisations involved with consumer issues and served as the voice of German consumers. It also dealt, with political and economic issues such as tariff policy, fair trade advertising etc.

### 6.4.4 Italy, Australia and other Countries

In 1955 the National Union of Italian consumers was formed in Rome. In 1959, the Australian Consumers Association was formed in Sydney. In the same year, the Consumer Council of New Zealand was also formed.

In Belgium, a consumer organisation called UFIDEC was launched in April 1959. It was a movement by Belgian Women's Co-operative Guilds and had the following programme: the promotion of better household management through study, research and through co-operation with manufacturers for the study, grading, standardisation of output, consumer protection against frauds and false claims concerning quality and consumer representation on social and economic bodies.

In Holland, Netherlands Consumers Union was formed in 1953. In Denmark, a Danish Housewives Consumer Council was established in 1947. In Austria it was the trade unions who set-up consumer groups.

From the above discussion, we can make out that the consumer movement as we know it today took shape in the period from 1936 to 1960.

### Check Your Progress 2

- 1) Describe the objectives of the Consumer Union of the United States.

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2) Who was Ralph Nader? Name the book written by him.

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3) Name any three consumer organisations formed in Western countries between 1936 and 1968.

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4) Who was the founder of consumers union?

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5) Who published the magazine “which”?

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6) Where were the headquarters of consumers union located?

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## 6.5 ECONOMIC DEVELOPMENT AND CONSUMER MOVEMENT

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The rapid growth of consumer organisations in the West was due to two important economic reasons. First, was mass productions of goods and the second was, greater purchasing power of consumers. Shops were full of various kinds of merchandise and buyers were in need of independent guidance and reliable information about the quality, price and advertisement claims of these products.

### 6.5.1 Advances in Technology

New products brought bewilderment to the consumer. With the advent of new materials and new production processes, the choice before consumers became increasingly difficult. Here, we are mentioning, very briefly, some of the more important advances in technology that made life more complicated for consumers.

For instances, as far as fibers are concerned, there can be few housewives who are able to tell by touch and looks the difference between various mixtures of man-made fibers and wool.

Detergents which are highly complex chemicals are another example. Colours used in food products, pharmaceutical products, electrical products and electronic products, and so on made a demand on consumers to learn about the products they use and the precautions they need to observe.

**6.5.2 Comparative Testing of Products**

In 1957, an important and entirely new development took place. This was the frank reporting and comparative testing of consumer goods and services by two bodies: namely, Consumer Advisory Council of British Standards Institution and the Association for Consumer Research. The publications of these two bodies (“Shoppers Guide” and “Which” respectively) were commented upon frequently in British Parliament, press and elsewhere. The response from the public was very encouraging and beyond expectation. Over 84,000 people joined as members of these organisations. The consumer movement in the U.K. thus got a boost.

Comparative Product testing (or Comparative Testing) is a novel concept in consumer protection. It came to India in the beginning of 1990 when an NGO Voluntary Organisation in the Interest of Consumer Education (VOICE) started conducting testing of the products available in the national market and publishing the results thereof, in its bi-monthly magazine “consumer voice”, for the benefit of the consumers at large. CT is a process of testing branded consumer goods and services to provide consumers with unbiased information on the characteristics of these products. The main objectives behind this exercise being: to equip consumers with informed choice, enable them to decide “Best Buy” for themselves and obtain value for their money spent.

**Check Your Progress 3**

- 1) What were the two economic reasons behind the growth of consumer organisations?  
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- 2) Who published the “shoppers guide”?  
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- 3) Write a short note on comparative product testing.  
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## 6.6 THE ORIGIN OF THE CONSUMERS INTERNATIONAL (CI)

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With the consumer movement taking its shape, the various consumer groups in the U.K., U.S.A., Netherlands, Australia, France, Iceland, Austria, Israel, Sweden, New Zealand, Denmark and Norway met on 1<sup>st</sup> April 1960 at The Hague to form a new “Social Institution”, called the **International Organisation of Consumers Unions (IOCU)**. Professor **Colston Warne** of the Consumers Union of America was elected as the first President of the **IOCU**.



In 1995, the name of IOCU was changed to **Consumers International (CI)**. Today, Consumers International (CI) is the world federation of consumer groups that serves as the only independent and authoritative global voice for consumers. It is based in **London**, England. The consumer international currently has offices in Africa, Asia, Europe and Latin America; and project coordinators in Argentina and the Caribbean. Founded on 1 April 1960, currently with over 220 member organisations in 115 countries around the world, this non-profit organisation continues to build a powerful international movement to empower and protect consumers everywhere.

Their coordination of the **Transatlantic Consumer Dialogue** gives them a unique access to Brussels and Washington, whilst their formal status with global governing bodies such as the World Health Organisation, the World Intellectual Property Organisation and the UN Commission on Sustainable Development puts them right at the heart of some of the most important consumer issues of the day.

Consumer organisations around the world, big and small, use materials produced by CI to generate local initiatives and media coverage for their work over the coming year. Initiatives can take the shape of special campaigns, press conferences, public exhibitions, workshops, street events or new publications, to name only a few possibilities. Consumer groups may adapt CI’s materials to have the greatest local impact. Whatever the objectives, they share the same underlying aim of bringing about important and needed benefits for consumers.

Their global campaigning and policy work also reflects the changing scope of their role, building on the early days of mere information exchange on product testing. In campaigning for the rights of consumers across the world, CI seeks to hold corporations to account and acts as a global watchdog against any behaviour that threatens, ignores or abuses the principles of consumer protection

### 6.6.1 Objectives of Consumer Movement Redefined

In 1972, addressing the historic U.N. Conference on the Human Environment in Stockholm, IOCU President **Peter Goldman** said that the consumer movement was lot more than just a vehicle for providing information about products that were worth buying. It was both a **protest and action movement** which aimed at promoting the interests of the consumers. Its three main targets were primarily poverty, commercial exploitation, and environmental damage.



Presently, following are the objectives of consumer movement:

- 1) **Protection against Malpractices** - The main objective of consumer movement is to protect the interest of the consumer from the malpractices adopted by the business community such as charging high prices, supplying inferior goods, creating artificial shortage.
2. **Educating the Consumers** - Consumer movement aims at educating and informing the consumer about their rights, such education makes the consumer aware of their rights.
- 3) **Representing Consumers** - The consumer protection organisation such as consumer guidance society of India represents on behalf of the consumers to the government authorities so as to frame proper consumer protection laws and other measures for consumer protection.
- 4) **Publishing Unfair Practices** - The consumer protection organisation publishes in various media regarding the unethical practices of the businessman.
- 5) **Forming of Association** - Consumer movement encourages consumer to form consumer protection associations at the local level.
- 6) **Support to Business Community** - Consumer movement aims at co-operation and support to the business community in dealing with their problems and difficulties.
- 7) **Assistance in Legal Matters** - The Consumer protection organisation assist individual consumers in legal matters i.e. the procedure to be followed in filling a complaint in the court.
- 8) **Exerting or Creating Pressure on Businessman** - Consumer movement aims at exerting a pressure on businessman and makes them more socially responsible.

### 6.6.2 The Eight Consumer Rights



The concept of consumer rights was first inspired by the U.S. President **John f. Kennedy's** historic message to the U.S Congress on March 15, 1962 which defined **four basic rights** of the consumer; namely the right to safety, the right to be informed, the right to choose and the right to be heard. To these four, IOCU added three more – the right to redress, to consumer education and a healthy environment. These seven consumer rights were first published and propagated in 1975. An eighth right, one to basic goods and services was subsequently added.

It is now more than 50 years since President John F. Kennedy articulated the concept of consumer rights in his historic message to the US congress. Yet in many countries the goal of realising these rights is still a long way off. CI believes that the time is ripe for a more concerted, intensive and aggressive effort to put new consumer protection measures in place and make this goal a reality.

### 6.6.3 Consumer Action Charter

In 1978, a Consumer Action Charter was developed by Anwar Fazal who was the Regional Director of the IOCU and later became its President. The main features of this charter were:

- **CRITICAL AWARENESS:** Citizens must be made aware of the need to frequently question about the quality of goods and services.
- **INVOLVEMENT OF ACTION:** Citizens must assert themselves and act to ensure that they get a fair deal.
- **SOCIAL RESPONSIBILITY:** Citizens must act with social responsibility, with concern and sensitivity to the impact of their actions on other citizens; in particular, in relation to disadvantaged groups in the community and in relation to the economic and social realities prevailing.
- **ECOLOGICAL RESPONSIBILITY:** There must be a heightened sensitivity to the impact of consumer decisions on the physical environment, which must be developed in a harmonious way, promoting conservation, and consumers must fight against the degradation of this most critical factor in improving the real quality of life for the present and the future.
- **SOLIDARITY:** The best and the most effective action is through co-operative efforts through the formation of citizens groups who together can have the strength and influence to ensure that adequate attention is given to the consumer interest.

### 6.6.4 The Shift from ‘Value for Money’ to ‘Value for People’

The consumer movement which in its early stages of development in the 1960s was concerned with value for money concept has now broadened its missions to value for people. This has become the fundamental aim of consumer organisation all over. Global issues such as lack of basic needs and amenities, ecology, the behaviour of multinational corporations, safeguards against biotechnology, food eradication, irrational prescription of medicines, quality of life, eco-labelling of products and green consumerism are finding place on the agenda of several consumer organisations. Producers and their products are no longer judged merely on quality, durability, performance, price and after-sales service. Consumers are now asked to evaluate products and producers based on three additional criteria of ethics, ecology and equity.

#### Check Your Progress 4

- 1) When and where was IOCU formed?

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2) Who was the first President of IOCU?

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3) Where is Consumer International based?

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4) As per Peter Goldman what were the three main targets of consumer movement?

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5) Enumerate 8 Consumer Rights.

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6) What do you understand by 'Value for People'?

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## 6.7 THE INDIAN SCENE

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The origin and growth of consumer movement in India has many similarities to the movements elsewhere.

In India, the consumer movement as a 'social force' originated with the necessity of protecting and promoting the interests of consumers against unethical and unfair trade practices.

The Consumer movement was born in an organised form in the 1960s. In the early 1970s, consumer organisations/groups were formed to look into the malpractices in ration shops and overcrowding in the road passenger transport. More recently, India witnessed an upsurge in the number of consumer groups.

In the 1960s, organisations such as the Consumer Guidance Society of India (Bombay) were formed to inform and educate consumers on the quality of goods and services and to conduct simple tests on goods of daily consumption. Shortages in the supply of essential commodities and the unsatisfactory functioning of the public distribution system (PDS) led activists to form consumer organisations in their towns and localities to ventilate their grievances to the

authorities concerned. Several such organisations which were formed between 1970-1980 were primarily concerned with the problems of inflation, food adulteration and the public distribution system. These organisations serve a very useful purpose as voluntary vigilance groups in the market place.

The third phase of growth covering the period from 1981 to 1990 signifies expansion and consolidation of the consumer movement in India, specially after 1986. With the enactment of the Consumer Protection Act 1986, there has been a spurt in the number of new organisations in the country.

The period from 1991 to 2000 was considered as a period that has empowered the Indian consumer. The major programmes included consumer education, product testing, product safety, promotion of eco-labelled products and environmental conservation as compared to the mindless consumption of goods. A code of conduct for the Transnational Corporation (TNCs), investor protection, access of the poor to the basic needs and services were some of the major issues that confront the consumer organisations in India in this expansionist phase.

We can certainly say that the consumer movement in India has come of age. Beginning with less than 10 organisations in 1965, we are now a country having the largest number of established consumer organisations in the world.

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## **6.8 THE CHALLENGES AHEAD**

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The new issues that are emerging everywhere due to quick changes in technology, communications and globalisation of commerce and trade and which need to be tackled by various consumer groups call for specialisation, professional skills, back-up information and sustained work on a long term and continuous basis. To meet the challenges of growth in the 21<sup>st</sup> century, the consumer movement in India will have to develop a 'Think Tank' to plan ahead and identify issues and develop strategies towards fulfillment of 'Consumer Manifesto 2000'. This manifesto was adopted by the members of Consumers International (formerly known as IOCU) representing all parts of the globe who met in the New York in 1986.

The manifesto is provided below so that you may understand how the consumer movement has grown.

### **6.8.1 Consumer Manifesto**

The modern consumer movement that began more than 50 years ago, has become an important means to realise a just and fair society.

As we move towards the year 2020, the movement remains committed to this aim. Its theme is that conditions in which consumers have to live must become better and more equitable. It approves of economic growth only when this leads to general well-being and happiness.

By careful research and concerted action, it sets out to redress the imbalance in knowledge and power between suppliers and consumers. It has concrete economic and social ills to challenge, specific market abuses to change, and shortsighted exploitative and destructive use of resources to expose. It draws attention to the need to change bad systems as well as to deal with their unpleasant symptoms.

The principal needs underlining consumer access to essential goods and services and fair choice, safety, information, representation, redress, consumer education, and a healthy environment form the agenda of the consumer movement. The marketplace and public authorities alike should become more responsive to these needs. Such responsiveness would include the following:

- Participation by consumer organisations on an equal footing with other corporate groups in society, in the formation of policies that affect those they represent;
- Ensuring that the basic needs of all consumers are met; adequate food, clothing shelter, health care, sanitation and education;
- Measures to enhance fair competition and to control harmful business and professional practices; for example, to oppose practice that mislead, restrict choice, or erect barriers to trade so as to “protect” business and State enterprises at the expense of the private individual;
- Laws and standards that safeguard consumers from hazardous goods and services, as well as from the social costs and environmental pollution;
- Procedures, formal and informal, to provide effective redress to aggrieved consumers at all income levels;
- Accurate and adequate information to help consumers choose;
- Consumer education to ensure that all people may acquire the knowledge and skills necessary to be informed and active consumers exercising their rights and unfulfilling their economic role, special attention must be given to the needs of vulnerable groups such as children, handicapped and the elderly;
- Consumers assert the right of organised consumers to be represented, heard and heeded nationally, regionally, and internationally.

Through Consumers International, consumer representatives have successfully called these needs and interests to the attention of the United Nations. The guidelines for consumer protection, adopted by a resolution of the general assembly, maps out a future to be advocated and realised for all consumers. By ‘all,’ we mean five billion consumers, organised and unorganised, in richer countries and in poor countries whose wish is to dwell in peace and safety enjoying goods and services that are a fair reward for honest work.

### **6.8.2 Future Trends**

The following are among the goals which consumers world over aim at:

- 1) Full implementation in all countries of the United Nations, guidelines for consumer protection and the establishment with the United Nations of a monitoring and assistance systems for such implementation.
- 2) Adoption by the United Nations and full implementation by governments of a code of conduct on transnational corporations.
- 3) Promoting the fulfillment of basic needs of all consumers, in particular of the poor, low income and disadvantaged groups.

- 4) Establishment of national and international laws that prohibit trade in hazardous products and eliminate double standards in international trade.
- 5) Establishment of stringent international guidelines on the setting and operations of potentially hazardous industrial and agricultural plants, processes and practices, including the right to full information by the local community and the workers.
- 6) Elimination of economic practices which inhibit the equitable distribution of food and encouragement of national and international food policies aimed at meeting peoples need for safe and nutritious food.
- 7) Implementation of policies on new information technology which ensure on one hand, the fair protection of consumers and on the other, that they make full use of the technology for their own benefit.
- 8) Development of testing and research with particular reference to the needs of Third World countries building on the experiences, skills and resources of IOCU's testing organisations.
- 9) The reduction and ultimately dismantling of trade barriers which have a negative impact on consumers and the establishment of national bodies with consumer representation to analyse and publish relevant information concerning the costs and benefits of proposed and existing trade controls.
- 10) Ensuring responsiveness of monopolies providing services to consumers including ways to measure their performance in relation to meeting the needs of consumers and to ensure accountability.

**Check Your Progress 5**

- 1) What were the concerns of consumer organisations in India during 1970-1980?  
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- 2) On what principles is the Consumer Manifesto based?  
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- 3) What do Consumer Movements expect from International Bodies?  
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**6.9 LET US SUM UP**

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Concern for protection of consumers and standards of goods is very old. Regimes and rulers had expressed their concern in different ages. In modern

times, establishment of organisations by consumers themselves can be traced to the 19<sup>th</sup> century. The consumer movement as we know it today started in western countries, particularly in England and the United States of America. From the 1930s, the movement became popular the world over. In India also, some social and political activities took lead in this matter in the 1940s.

The consumer movement has been concerned with the protection of consumer interests with regard to availability of basic goods, choice, safety, price and information. In recent years concern for environment, fair competition, guarding against misinformation through advertisements has also come up.

The consumer movement has become active at the international level with the formation of International Organisation of Consumers Union, later called Consumers International. Now, there is greater emphasis on access to essential goods, exploitative and destructive use of resources, safety, effective redressal institutions and procedures, fair competition and removal of imbalances. The consumer organisations are growing the world over. There are moves for cooperation at regional and international levels. Role of United Nations in Consumer Protection is also being envisaged.

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## 6.10 KEY WORDS

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- Standardisation** : Fixing of minimum standards in terms of quantity and quality of goods.
- Equity** : Requirements of fulfillment of minimum needs of all the people in a society.
- Consumerism** : Protection of the interests of buyer against defective goods and dangerous services.

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## 6.11 SOME USEFUL BOOKS AND REFERENCES

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- 9) Chandra, Jag Parvesh, "Consumer Want their Money's Worth", Asian Consumer Cooperative News, (July 1996).

- 10) Choudhry, Rajendar, "Consumer Protection Act: The Cornerstone of Consumer Movement", Employment News (22-28 December 2007 New Delhi).

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## 6.12 ANSWERS TO CHECK YOUR PROGRESS EXERCISES

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### Check Your Progress 1

- 1) Please refer Section 6.2
- 2) Sri Tanguuturi Prakasam and C. Rajagopalachari
- 3) 1986

### Check Your Progress 2

- 1) To provide consumers with impartial information and advice on consumer goods and services. To guide on family expenditure.
- 2) He was a consumer champion. He wrote the book "unsafe at any speed" in 1965.
- 3) Please refer Section 6.3
- 4) Colston Warne.
- 5) Mount Vernon in New York, US
- 6) At London.

### Check Your Progress 3

- 1) Mass production of goods and greater purchasing power of consumers.
- 2) Two bodies namely, Consumer Advisory Council of British Standard Institution and Association for consumer research.
- 3) Please refer Sub-Section 6.4.2

### Check Your Progress 4

- 1) 1960, The Hague.
- 2) Prof. Colston Warne.
- 3) London, England.
- 4) Poverty, commercial exploitation and environmental damage.
- 5) Please refer Sub-Section 6.5.2
- 6) Concern not only with what money can buy with quality of life. This includes maintenance of ecological balance, avoidance of effects of bio-technology and preservation of resources for future generations.

### Check Your Progress 5

- 1) Price rise, food adulteration, and Public Distribution System (PDS).
- 2) Access to essential goods, safety, representation, health; environment, fair practice, equity, availability of grievance redressal means, ethics, accountability etc.
- 3) a) Formulation of a Code of Conduct  
b) Establishment of a monitoring agency.  
c) International check on hazardous industries.  
d) Fulfillment of people's needs all over.