

## National Consumer Day 24 December, 2017

National Consumer Day was jointly organised by District Supply Office Chitorgarh and CUTS CHD, on Dec 24 the theme was “Emerging Digital Markets: Issues & Challenges for Consumer Protection”'. In welcome speech Gauhar Mahmood spoke that day is an opportunity to promote the basic rights of



all consumers. Chandmal Garg, Advocate highlighted the Consumer Protection Act 1986 aims to provide consumers with effective safeguards against different types of exploitation such as defective goods, unsatisfactory services and unfair trade practices etc.



Arvind Purohit, FLCC Coordinator stated that digital literacy and financial literacy should go hand in hand so that in a cashless economy envisioned by the government, consumers need more skilled to use digital payments system and confidently use various financial products. Mr. Salvi, SBI Bank said here we not only to protect consumers but also to empower them. There is need to educate consumers to be vigilant while making purchases in the digital market or making digital payments and provide them an adequate mechanism for grievance redressal.

Gyan Chand Khatik, District Supply Officer explained about three tier consumer grievances machinery under the Consumer Protection Act i.e District Forum, State Commission, National Commission that provides consumers with speedy and inexpensive redressal grievances mechanism and specific relief or award of compensation, he said that if any consumer have any complaints can contact to DSO office to assert their rights as vigilant consumers; Vote of thanks to the dignitaries given by Madan Giri; total 75 consumers including 48 women participated