

## DEPARTMENT OF CONSUMER AFFAIRS TO ORGANIZE “CONSUMER EMPOWERMENT WEEK” FROM 14TH TO 20TH MARCH 2022 TO CELEBRATE AZADI KA AMRIT MAHOTSAV

Relevant for: Developmental Issues | Topic: Rights Issues - Consumer Rights in India

Department of Consumer Affairs is organizing “Consumer Empowerment Week” from 14<sup>th</sup> to 20<sup>th</sup> March 2022 to celebrate and commemorate 75 years of progressive India and the glorious history of its people, culture and achievements as a part of Azadi Ka Amrit Mahotsav. The celebrations coincide with World Consumer Rights Day, which falls on 15<sup>th</sup> March. Department of Consumer Affairs will organize several activities at various places in the country.

On the opening day of the celebration, field units of organizations under the Department i.e., Bureau of Indian Standards (BIS), Indian Institute of Legal Metrology (IILM) Ranchi, National Cooperative Consumers’ Federation of India Limited (NCCF), National Test House (NTH) and Regional Reference Standards Laboratories (RRSLs) will conduct rural outreach programmes in 75 villages. The outreach programmes will create awareness about various initiatives of interest to the local populace like National Consumer Helpline (NCH), features of Consumer Protection Act 2019, BIS standards, details to be seen on pre-packaged commodities, Use of ISI marked pressure cookers and helmets, purchase of hallmarked gold jewellery and use of proper weights and measures.

On 15<sup>th</sup> March 2022, the Department will celebrate World Consumer Rights Day. The main event is being organized in New Delhi and the theme this year is “Fair Digital Finance”. The event will be inaugurated by Shri Piyush Goyal, Union Minister of Consumer Affairs, Food and Public Distribution, Textiles, and Commerce & Industry. Shri Ashwini Kumar Choubey, Minister of State for Consumer Affairs, Food and Public Distribution and Environment, Forest and Climate Change, Shri Mr Justice R K Agarwal, President of National Consumer Disputes Redressal Commission (NCDRC), Shri Nandan Nilekani, Non-Executive Chairman of Infosys, and other dignitaries are expected to grace the occasion. Dedicated sessions have been earmarked to discuss issues facing consumers. The Department is also launching a virtual exhibition on 75 years of scientific and organisational journey of BIS, RRSL and The National Test House (NTH).

A virtual conference on e-commerce will be organized on 16-17, March, 2022. A quiz will be organized in collaboration with MyGov which is open to all participants and certificates will be given to all participants and the best entries will win prizes. In addition, many other activities from 14-20, March 2022 have been planned by BIS, NTH and RRSL to commemorate Consumer Empowerment Week during the Azadi Ka Amrit Mahotsav.

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