

## Jagriti: Mascot for Consumer Rights



Recently, Jagriti Mascot was launched by the Department of Consumer Affairs (DoCA), in a bid to empower consumers and generate awareness on their rights.

### About Jagriti Mascot

- Jagriti Mascot will help in empowering consumers and generating awareness among them about “consumer rights”.
- The Mascot will be presented as an empowered consumer, mushrooming awareness on consumer rights and addressing solutions for the problems faced by consumers.
- It will raise consumer awareness on several themes of the Department such as, Hallmarking, provisions of Consumer Protection Act 2019, provisions of weights & measures Act, National Consumer Helpline toll free number 1915, decisions of Central Consumer Protection Authority besides the consumers’ testimonials on grievance redressal.
- Jagriti mascot will be displayed along with tagline “Jago Grahak Jago” across all the media campaigns.
- Jagriti Mascot and “Jago Grahak Jago tagline” are new synonymous with young aware consumers. Both of these seek to bring sharp focus towards consumer rights knowledge and movement.

### Aim of the Jagriti Mascot

Through the Jagriti Mascot, DoCA aims to build up campaign on consumer awareness campaign in digital and multimedia. It also seeks to support for a young, empowered and informed consumer as consumer rights awareness recall brand.

### Jago Grahak Jago Program

Jago Grahak Jago is consumer awareness campaign. Department of Food has launched in 2005. Government used different mediums to raise awareness among consumers including- Media advertisements, Printings, Audio campaigns, Video campaigns and Posters.

### What are Consumer Rights?

Consumer right can be defined as the “right to have information regarding quality, quantity, potency, price, purity, and standard of goods or services”.

### Consumer Protection Act 1986

Consumer Protection Act 1986 was enacted in 1986, for the protection of consumers’ interests in India. It came into effect on December 24, 1986. Consumer Protection Act, 2019 has now replaced the 1986 act.

### Consumer Protection Act 2019

Consumer Protection Bill, 2019 was introduced in Lok Sabha on July 8, 2019. The act came into force from July 20, 2020. In line with the Consumer Protection Act 2019, the e-commerce entity are mandated to display the country of origin, on every product.