



AWARENESS REGARDING THE SLOGAN “JAGO GRAHAKJAGO”

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An enlightened consumer is an empowered consumer an aware consumer not only protects himself from exploitation but induces efficiency, transparency and accountability in the entire manufacturing and services sector. Realizing the importance of consumer awareness Government has accorded top priority to ‘Consumer Education Consumers protection and consumer Awareness “Jago Grahak Jago is a consumer awareness programmers from Ministry of Consumer Affairs Government of India.”(1) The Consumer Awareness Scheme for the XI plan amounting to a total of Rs. 409 Crores has been approved by the cabinet committee on Economic affairs on 24-01-08. This scheme has been formulated to give an increased trust to a multi media publicity campaign to make consumers aware of their rights. The slogan ‘Jago Grahak Jogo’ has new become a house hold named a result of publicity campaign under taken in the last 3 years. Through the accrued thrust on consumer awareness, in the XI Five year plan, the Government has endeavored to inform the common man of his rights as a consumer. As part of consumer awareness scheme the rural and remote areas have been given top priority. In a big country like India, given the scenario of economic disparity and level of education and ignorance, educating the consumers lema his a gigantic task. Government has taken up number of act activities and schemes in creating Consumer Awareness in the country as part of this consumer Awareness Scheme.

“According to Mahatma Gandhi, father of Nations and the principle promoter of the consumer movement in India” “A customer is the most important visitor in our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work; he is the purpose of it. We are not doing him a favour by serving him. He is doing us favour by giving us an opportunity to do so.” (2)

Multi Media Publicity Campaign:-

Publicity through print media using news paper advertisements, to educate the consumers about their rights and responsibilities. Publicity through electronic medium by telecast of video spots of 30 seconds duration on various consumer related issues such as Grievance Redressal system, MRP, ISI Hall Mark, Alternate Dispute, Weights and measures, Rights to consumer etc. Telecast of advertisement in North Eastern States in regional languages of 20 seconds and 30 seconds duration on

various consumer related issues such as MRP, short measurement, Expiry date on medicine, adulteration, damaged product and redressal System. The department of consultation through printed literature is also creating awareness. Nukkad Nataks are being performed in consultation with song Drama division of the ministry of information and Broadcasting. More than 1000 programmers in all the states/ UTs have been organized to create awareness at grass root level. A pilot project National consumer help line initiated can be accessed through a Toll Free Number 1800-11-4000 which is being operated by Delhi University for consulting the consumers to reduce their grievances. The timing of toll free number facility is available to consumers from 9-30A.M to 5-30P.M on all the working days. In order to reach maximum number of consumers the department has telecast video spots containing consumer related information during the popular sports events such as Tri-series, Indo- Australia series etc.

India is a country with more than 70% population being under 35 years. The youngsters are using the internet in a big way for various purposes and also happen to be major consumers. Major initiative is being taken to spread consumer awareness through online medium. Advertisements are being carried in journals of publication Division such as Yojana, Kurkushetra, BAL Bharti, Aaj Kal etc. Advertisements of departments are also published regularly in employment News/ Rojgar Samachar so that the youth of the country are made aware of their consumer rights. Kumar and Batra (1990)⁽³⁾ in their article "Consumer Rights Awareness and actions in small cities." Examined the awareness regarding consumer protection rights and the actions taken by the customers in this direction. Their work was related to the Haryana State.

The Slogan ' Jago Grahak Jago' has now become a household name as a result of publicity campaign undertaken in the last years. Through the increased thrust on the consumer awareness in the 11th Five Year plan, the Government has endeavored to inform the common man of his rights as a customer as part of consumer awareness scheme, the rural and remote areas have been given top priorities. The publicity material relating to consumer awareness, with this slogan, has also been translated and being disseminated to various state Governments. A new initiative has been undertaken in the year 2010 where in an interactive Radio Serial titled ' Jago Grahak Jago' is being broadcasted through all India Radio for creating awareness regarding consumer rights in society :-

- ❖ The Right to safety
- ❖ The Right to be informed
- ❖ The Right to be choose
- ❖ The Right to be Heard
- ❖ The Right to seek Redressal
- ❖ The Right to consumer educations.

Kumar and Batra (1990)⁽⁴⁾ in their article

“Consumer rights awareness and actions in small cities.”

1. **Right to information:** - Every customer has the right to know the price, weight, quantity and quality of the goods and services for which he is paying to know that he is not being misled by the unfair trade practices.
2. **Right to Safety:** - Every consumer has the right to be protected against any sale of the product or service which is dangerous to life.
3. **Right to consumer education:-** All Consumers must have access to education .Mohanty Smarita (2010) inner article “Consumer Education empowering the rural consumer.” (5)
4. **Right to seek redressal :-** This right ensured access to seek legal relief against any restrictive or unfair trade practice.
5. **Right to be heard:** - Every consumer has the right to be heard in precise form.
Jago Grahak Jago is an exceptionally positive scheme which is for the benefit of the Indian consumer.
6. **The Right to be choose:-** The right to be sured, wherever possible, access to variety of goods at competitive prices. He should not at all be made the victim of high pressure and aggressive salesmanship.
7. The respondents were enquired that whether they are aware of this slogan in the basis of age, gender, residential status, education, occupation and income.

Residential Status	Jago Grahak Jago			
	Can't say	Yes	No	Total
Urban	6 (1.0)	539 (93.7)	30 (5.2)	575 (100.0)
Rural	0 (.0)	110 (62.9)	65 (37.1)	175 (100.0)
Total	6 (.8)	649 (86.5)	95 (12.7)	750 (100.0)

Chi-square value = 124.571, p value- .000 Significant

Figures in brackets shows percentages within residential status.

Table reveals the residential states wise awareness regarding the slogan ‘ Jago Grahak Jago table shows that 93.7 percent urban respondent and 62.9 percent respondents were aware about this. Its overall awareness was also quite high i.e., 86.5 percent where as 37 percent rural and 5.2 percent urban respondents were not aware about this. The P vales is .000, so it can be statistically inferred that there is significant association between residential status and awareness about ‘Jago Grahak Jago’ other features are also showed the different results.

Patil (2009)⁽⁶⁾ in his study, “ Consumer Protection in educational services.” Attempted to clarify the present legal position by Case analysis of the education institutions.”

What are the objectives behind ‘Jago Grahak Jago’ campaign?

Consumer awareness is one of the significant social economic and political concerns in most of the developing nations. Thousands of people die every day due to adulterated food and consuming duplicate medicines. The central government has taken numerous steps for protecting the consumers and for this a national campaign has been established – Jago Grahak Jago. “In India, the government has taken many steps to protect consumers and in 2005 the Govt. of India started a national campaign” “Jago Grahak Jago” to create awareness among consumers.” (7)

The bureau of Indian standards has taken new initiatives in introducing a certification scheme for foreign manufactures and imported goods, food safety certification as per ISO standards.”(8)

Conclusion :-

It is very important for every citizen to know about the consumer rights in India. The consumer protection which are purchased for commercial purpose, or resale purpose. The consumer protection act of 1986 provides a council or forum set up at national, state and district level. Every consumer should be educated ablut the campaign Jago Grahak Jago. It is joint campaign has become the focal theme through which issues concerning the functioning of almost all government departments having consumer interface can be addressed.

As per ministry of consumer Affairs, “ Food and public distribution has accorded top priority to consumer education, consumers protection and consumer awareness.”(9)

A Joint campaign with national pharmaceuticals product authority is being devised to educate. Consumers about the various issues concerning pharma industry. Similarly campaigns with Reserve bank of India FICCI Ministry of Urban development and HRD are being planned. Jago Grahak Jago consumers by making them about their rights as well as the Grievance Redressal.

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