

matter. This emotional long drawn battle is nothing but waste of money and time and energy. Moreover, in a land dispute if the plaintiff is crowned with success, he may be entitled to compensation from the defendants aggressor.

The short cut method i.e. by affidavit or otherwise, as envisaged in O. 39, C.P.C. in disposing the injunction matter has not been followed in majority of the cases.

In order to check the emotional type of remedy as adopted by the ignorant litigant specially in land disputes, some appropriate measures should be sorted out.

This long drawn battle in an injunction

“THE ROLE OF THE VOLUNTARY ORGANISATIONS IN CREATING CONSUMER AWARENESS”

By :— T. Suryanarayana Sastry, Lecturer, S.I.S., Pondicherry University, Pondicherry-605014.

From the day the life started on this planet ‘Consumerism’ had also begun developing. An extension of this idea perhaps could even touch upon the parametres of the theology. According to a bibliotary story the origin of life started in this planet because of the Eve ‘Consumed’ the forbidden fruit. With the origin of life on this planet consumerism became inevitable. What perhaps was missing in this long-winding story is that the need for a law protecting the interests of the consumers’.

With the advent of Mercantilism in the Sixteenth and Seventeenth Centuries and the rapid growth of Industrialization in the Nineteenth Century, the concept of “Caveat Emptor” (Let the buyer beware) began to dictate the behaviour of the sellers. The onus of proof of default now rested with the buyer rather than the seller. It may be a cherished old addage that “one who buys has need of a hundred eyes, who sells needs only one.” It is quite obvious that the authorities were also in favour of the manufacturers who made profits for various reasons, while the customers paid for them. Whether it may be a Democratic form of Government or Oligarchy or any other form of Political System the interest of the consumers were relegated to a

matter between the parties may be held responsible for delay in disposing the main suit.

It is said that many people with small tenure holder; lose everything at their disposal by fighting the civil cases in the aforesaid fashion. The victim normally spends his last life with extreme poverty, frustration and repentance.

In the aforesaid backgrounds, it is now high time for the jurists, special reformers, and political thinkers to think about the plight of the ignorant litigants and may propose necessary changes in the relevant provisions of C.P.C.

secondary position to that of the profits makers. It’s no wonder in a country like ours even the Dharam Sastras have also not provided any specific remedies towards the consumer problems. At long last, the pendulum has been shifted in favour of the consumers and the laws were enacted to protect the rights and interests of the consumers in the eighties and has given birth to the Consumer Protection Act, 1986, to deal with consumer problems specially.

In our day to day life we as customers or consumers have been subjected to continuous and systematic exploitation by the sellers by many ways and means. Whether it be a toothpaste, washing soap, a saree, a food item, or an entertainment or electronic goods etc., we are witnessing the unfair trade practices, unequal competitions, improper qualities and various other nefarious activities of the sellers to gain their profits.

In the midst of these problems the consumer is bewildered and finds himself like Alice in the wonder land and not knowing which way to turn and to whom to get the counsel from. Many of the victims of adulteration have managed to reach their grave yards in silence, even though specific laws are there.

At this juncture, the need for the Voluntary Organisations is gaining momentum to play a vital role to help and to render assistance to the ill-fated consumer in protecting his rights, such as, First, the right to physical protection, Secondly, the right to protection of economic interests, Thirdly, the welfare interest and Finally, the right to public interest. In a complex society like ours having lot of problems like high rate of illiteracy, poverty, the increasing rate of population, the lack of effective informative system and the inequalities in income, the need of the hour underlines for the active role of the Voluntary Organisations to protect the interests of the consumers. The manufacturers or sellers are having their own forums to fight and to preserve their rights. The poor buyers community is huge and unorganised to fight against the day to day evils of the manufacturers of the sellers individually. The Consumer Protection Act, also stress the role of the Voluntary Organisations in educating the consumer to protect his rights that are guaranteed not only under the Act but also in several other laws. The educated and the so-called elite communities of the society must come forward to render assistance in educating the consumer and to organise them to fight against the mischievous deeds of the sellers. Of course, there are already some voluntary organisations like the Consumer Education and Research Centre in Ahmedabad and some other social organisations are also actively involved in States like Andhra Pradesh, Delhi, Gujarat, Karnataka, Kerala, Pondicherry and West Bengal. But many more organisations are needed to combat the evil designs of the sellers.

The Role of the Voluntary Organisations : Some Suggestions :

1. The Voluntary Organisations must take an active part in educating the consumer about his rights and privileges.
2. To create consumer awareness, the Organisations must supply the adequate information to the consumer through various activities such as conducting seminars, public

forums, audio-visual exchange programmes etc.

3. To help the consumer the organisations must open consumer redress cells to hear the complaints and to render proper guidance to help them in overcoming the hurdles through the legal machinery.
4. To assist the rural masses the organisations must operate informal education centres.
5. The voluntary organisations should not be restricted to urban areas only.
6. Among the various organisations co-operation and co-ordination are needed.
7. The voluntary organisations must always be vigilant in finding out the tricks of the manufacturers or sellers and should have specific methods to inform the consumers.
8. The organisations must always be cautious in observing the proper implementation of the laws, and also render assistance whenever they are called upon to do so by the Government.
9. The organisations should not yield to any pressures either from the manufacturers' or from the Governmental sides.
10. The organisations must evolve their own methods to generate their funds.

Conclusion :

The role of the voluntary organisations will help not only the consumers but also the Government to identify and to rectify the lacunae in the implementation of the laws. At the same time the organisations should not forget that "Every one is a consumer, the young and old, the rich and poor, workers and idlers, consumers do not constitute a separate class. Everybody is included." Keeping this in many more organisations must come forward to create a good and healthy environment and to protect the rights and privileges of the consumers that are guaranteed under various laws and especially the Consumer Protection Act, 1986.