

COURSE TITLE: CONSUMER RIGHTS AND PROTECTION

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
4	VAC	100-199	KU4VACCOM101	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture per week	Practical per week	Tutorial	CE	ESE	Total	
3	-	-	25	50	75	1.5 Hours

Course Description: This course provides a foundational understanding of consumer rights, responsibilities, and protection mechanisms in a market-driven economy. It explores the legal framework governing consumer protection, including the Consumer Protection Act and related laws, and the role of regulatory authorities and redressal agencies. Students will gain insight into consumer grievances, unfair trade practices, and the mechanisms available for seeking justice. The course aims to create informed and responsible consumers and encourages awareness about ethical business practices.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the concept of consumer rights and the importance of consumer awareness.	R
2	Explain the provisions of the Consumer Protection Act and related legislations.	U
3	Identify various unfair trade practices and consumer grievances.	A
4	Evaluate the roles of consumer forums and regulatory authorities in redressal.	E
5	Apply knowledge of consumer rights to real-life situations and case studies	A
6	Promote ethical consumption and responsible consumer behavior in society	C

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		✓	✓		✓
CO2	✓	✓	✓		✓
CO3		✓	✓		✓
CO4		✓	✓		✓
CO5	✓	✓	✓	✓	✓
CO6		✓	✓		✓

COURSE CONTENTS

Module	Unit	Content	Hours	Marks
I		Fundamentals of Consumer Rights	10	
	1	Consumer – Meaning and definition- Concept and Importance of Consumer Rights		
	2	Consumer Rights – Meaning & Definition -History and development of the consumer movement-		
	3	Basic Consumer Rights - Right to safety, Right to be informed, Right to choose, Right to be heard, Right to redress, Right to consumer education.		
	4	Consumer responsibilities and ethical consumption- Importance of Consumer Awareness in a market economy.		
II		Legal and Institutional Framework for Consumer Protection.	12	
	1	Consumer Protection Act, 2019 - Objectives and significance and Key definitions: Consumer, complaint, defect, deficiency, unfair trade practices.		
	2	Consumer Redressal Mechanism – Structure and powers of District, State, and National Commissions; jurisdiction and appeal process		
	3	Filing a Complaint – Procedure, time limits, fees, and required documentation		
	4	Regulatory and Government Agencies – Role of Central/ State Governments.		
	5	brief overview of FSSAI, SEBI, TRAI, RBI, and IRDAI		
	6	Consumer Organizations and Online Redressal – Role of NGOs and major platforms like NCH, CPGRAMS		
III		Consumer Protection in the Digital Era	8	
	1	Consumer Issues in the Digital Era- E-commerce rights,		

		data privacy, online frauds		
		Cyber grievance redressal mechanisms		
	2	Unfair & Misleading Trade Practices – Misleading ads, defective products, product liability, and unfair contract terms		
		Consumer Empowerment and Ethical Practices	6	
IV	1	Importance of consumer literacy and education		
	2	Consumer awareness campaigns		
	3	Role of educational institutions and media in consumer protection		
	4	Corporate Social Responsibility (CSR) in promoting ethical business conduct		
		Teacher Specific Module	9	
V		Suggested topics:		
		• Group discussions on common consumer issues • Debates on the recent issues on consumer Protection • Role-play of consumer court proceedings • Analysis of real or fictional consumer complaint cases • Guest lectures from legal professionals or consumer rights activists.		

Recommended Reading:

1. Consumer Protection Act, 2019 (Bare Act)
2. N.R. Nair & S. Santhi – Consumer Protection in India
3. Suresh Misra & Sapna Chadah – Consumer Protection in India: Issues and Concerns
4. Aggarwal, V. K. Consumer Protection: Law and Practice
5. Girimaji, Pushpa : Consumer Right for Everyone Penguin Books
6. Dr. Avtar Singh, Eastern Book Company

Websites :

1. <https://consumeraffairs.nic.in>

2. <https://consumerhelpline.gov.in>
3. <https://egazette.nic.in>
4. <https://epgp.inflibnet.ac.in>

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	50
Continuous Evaluation	25
a) Test Paper	5
b) Test Paper	5
c) Assignment	7.5
d) Seminar/Viva/Article or Book Review	7.5
Total	100