

LEGAL REGIME FOR THE CONSUMER PROTECTION AND ITS HUMAN RIGHTS PERSPECTIVE

K.Tejbati Devi

Research Scholar NUJS Kolkata

Abstract

Legal regime for the consumer protection is the result of the exploitation met out by the consumer. The exploitation by the business lobbies, corporate master, manufacturer, traders...etc. Advent of industrialisation, LPG, WTO, advancement in technology and communication and the other economic reforms amongst the friendly nations adversely affect the rights of the consumer. Consumerism strengthens the spirit of consumer protection movement. The need to protect and recognised the rights of the consumer as human right is the need of the hour. Though indirect recognition can be met out from various UN conventions, still there is need to recognise their rights as human rights to expand the human rights phenomenon. UNGCP 1985 come to rescue and for the better protection of consumer through various policies and legislation.

Keywords: *consumer protection, legal regime, consumerism, human right.*

INTRODUCTION

Consumer protection laws have originated and developed as a natural response to the recognition of the rights of every consumer to be protected against exploitation and abuse by any manufacturer or supplier of goods or service providers. The modern consumer movement is said to be launched in the decade of sixties by the U.S President J.F Kennedy. He officially declared on 15 March 1962 as a World Consumer Day and also recognised four consumer rights namely; Right to safety, Right to information, Right to choose, Right to be heard. The aftermath of the recognition was in the form of legislations recognizing the consumer rights by protective mechanism. The legal recognition of the consumer rights boosts the consumerism all over the world. Various countries enacted consumer protection legislations for protecting the consumer from unfair trade practices and various other exploitative methods of the manufacturers and traders. The modern recognition for the protection of consumer rights as a legal right is of recent origin. During ancient period in India there was a practice for safeguarding the interest of consumer directly or indirectly. We can witness the practice of protecting consumer interest in India since Vedic period (5000 BC- 2500 BC). Since then

indirectly the consumer interest have been protecting by declaring and making it inclusive the offences of civil and criminal offences. Some of the matter which envisages the protection of consumer interest is as follows¹:

- Adulteration of food stuff.
- Charging of extra prices.
- Fabrication of weights and measures.
- Sale of forbidden articles.

The prominent text of Hindu jurisprudence such as Manuscript, Kautilya's Arthashastra, Yajnavalkya smriti, Narada smriti, Brihaspati smriti.....etc. have mentioned about the forbidden acts which indirectly indicates the concern for the consumers interest. Manusmriti and Yajnavalkyasmriti regarded selling of counterfeit gold or adulterated commodities or unclean meat as a crime and the culprit was severely punished². Kautilya's Arthshastra regarded using of unstamped weights and measures, pressing and forging false weight and measures....etc. are consider as cheating and was fined heavily³.

Human rights are inherent rights which are embedded for being a human being. Recognition of right has been compelled to realise the inherent right though not necessary in fact as it is inherent. Consumer is a person who consumes the goods and services for consideration. Human beings are the consumer since the evolution of the concept goods and services, still proper protection and recognition of their rights have been under shadow for a long period.

The importance of recognizing the consumer rights as human rights is to realise the inherent rights thereby to protect from every angle from exploitation from various stereotype institutions. Escapism clauses are absence when there is recognition of consumer rights as human rights.

The problems of the consumer keep doubling with the industrialization and with the advent of the concept LPG(Liberalisation, Privatization and globalisation). The advancement of information technology and communication worsen the problem of consumer. Under international as well as national level various legislations as well as covenants and guidelines have been initiated for the protection of the rights of the consumer.

OBJECTIVES OF THE STUDY

¹V. Balakrishna Eradi, '*Consumer Protection Jurisprudence*,' (LexisNexis Butterworths Publication) at p.4

²Ibid

³Ibid at p.5, Brihaspatismriti also regarded adulteration of grains, fat, medicine, perfumes, salt, sugar attracted severe penalty. Manufacturing of inferior quality or spurious gold and gems was also a punishable offence.

1. To analyse the need for recognizing consumer rights as a human rights.
2. To highlight various problems face by consumers in the present era.
3. To overview the rise of consumerism.
4. To brief provisions relating to consumer rights as a human rights under international human rights law.
5. To highlight consumer protection laws at national level.
6. To recommend and suggest for better protection of consumer and also need for recognising consumer rights as a human rights.

MEANING AND DEFINITION

Before in-depth analysing the various concepts of consumer rights as human rights lets analyse certain of the terms. The concept human right is a very wide scope which includes every inherent and basic rights of a human being.

Section 2(d) of THE PROTECTION OF HUMAN RIGHTS ACT 1993 defines human rights as *the right relating to life, liberty, equality and dignity of the individual guaranteed by the constitution or embodied in the international covenants and enforceable by courts in India*⁴. The definition has exhaustively covered the entire rights of the human beings which need to be protected. Those rights which touch the concept of life, liberty, equality and dignity of every human being are recognised. However, the recognition and protection of such rights are confined only to those rights which are guaranteed by the constitution of India, embodied in the international covenants and enforceable by the courts of India.

Consumer rights as legal rights have already been recognised under a sui generis Act of Consumer Protection Act 1986. However, the concept of consumer rights as human rights is a new area. As consumers are human beings and protection are at high priority can be brought and connect with the concept of consumer rights as human rights. The concept of life, liberty, equality and dignity are very well connected with the consumer behaviour too. Consumer rights of safety from adulterated food, right to health, right to choose the commodity of consumers choice, promoting equal access to all the consumer of goods and services, right to have a dignified life as human being is also very well relate with the consumer. Thus, these are the rights which have already guaranteed, embodied and enforced by the courts in India which means consumer rights as human rights have been directly or indirectly recognised in India.

⁴S.K Kapoor, 'Human Rights and International Law and Indian Law', (Central Law Publication 1999) at p.323

Under international level too there are certain of the guidelines which are very well recognised the rights of the consumer and stress for the protection of them. However, direct recognition of consumer rights as human rights have not done so far. Only the indirect relating of the concept can be done.

Section 2(1) (d) of THE CONSUMER PROTECTION ACT 1986 defines the term consumer as *those who purchase/avails/hires any goods or services for consideration. The consideration can be paid/partly paid/deferred pay.*

Consumer being a human being who consumes goods and services for consideration are required to be protected under a specific legal platform (already) as well as need to extend their rights to be recognised as human rights for better protection. Thus, Consumer human rights can be defined as the right relating to life, liberty, equality and dignity of the consumer.

CONCEPT OF CONSUMERISM

The term consumerism refers to the widening range of activities of government, business, and independent organisations that are designed to protect individuals from policies that infringe upon their rights as consumers⁵. The term "consumerism" is also used to refer to the consumerist movement, consumer protection or consumer activism, which seeks to protect and inform consumers by requiring such practices as honest packaging and advertising, product guarantees, and improved safety standards. In this sense it is a movement or a set of policies aimed at regulating the products, services, methods, and standards of manufacturers, sellers, and advertisers in the interests of the buyer.

A great turn in consumerism arrived just before the Industrial Revolution. In the nineteenth century, capitalist development and the industrial revolution were primarily focused on the capital goods sector and industrial infrastructure (i.e., mining, steel, oil, transportation networks, communications networks, industrial cities, financial centres, etc.)⁶.

REASONS FOR THE EVOLUTION OF CONSUMERISM⁷

1. SPREAD OF EDUCATION, especially higher education has made people aware of their rights as consumers.
2. RISING INCOMES have increased the purchasing power of the people to spend more.

⁵S.S Gulshan, 'Consumer Protection And Satisfaction: Legal and Managerial Dimentions', (2nd Reprint 1996, New Age International Limited Publication) at p.30

⁶Supra no.2 at p 30

⁷Ibid at p.31

3. THE RISE IN PRICES OF PRODUCT has created, in consumers, an attitude to expect better quality. If they do not get goods worth their money, consumers are frustrated.
4. INFLATION in recent times has made purchasers think about the quality, quantity and variety of products before buying.
5. There is a LARGE VARIETY OF PRODUCTS which has increased product complexity. This product complexity has been encouraged by new technology which in turn makes the consumers expect perfect products.
6. LEGISLATION leading to consumer protection has created and awareness among consumers about their rights and the remedies available to them.

Thus, Consumerism is that movement which brought about sea change optimistic movement of the consumer claiming about their rights. It infuses the fuel to the spirit of the consumer to spread and share about their rights and duties when being a consumer. It leads the consumer towards the right direction for better acknowledgment of their rights. As a result of consumerism the earlier concepts of caveat emptor (Let the buyer beware) have been changed to caveat venditor (Let the seller beware). Consumerism in toto helps the consumer to realise their rights thereby to exercise them as and when they are required.

PROBLEMS OF CONSUMERS

Everyone is a consumer in one or the other way. In day to day life of the consumer, there are several problems which the consumer faces. Following are some of the problems faced by the consumers:

1. ADULTERATION

Adulteration of goods means mixing of inconsumable foreign substance to the consumable goods with the ulterior motive. The Advanced Law Lexicon defines the adulteration as infusion of some foreign substances⁸. Malpractice of adulteration is rampant. The innocent consumer is the victim, who has no means to identify the genuine from the adulterated goods.

2. UNFAIR TRADE PRACTICE

It includes false representation regarding goods and services relating to their quality, quantity, standard, grade, composition, style or model⁹. It also includes making false promises, false

⁸Advanced Law Lexicon, (3rd Edn reprinted 2007) at p.145. It also implies the act of mixing up with food or drink intended to be sold, other matters of an inferior quality and usually of a more or less deleterious character.

⁹Consumer Protection Act, 1986, Section 2(1)(r)(i), Unfair Trade Practice has been defined under Section 2(1)(r) of the same Act.

representation and false claims regarding warranty or prices of the goods or services. The falsification or the false representation is the main crux of the unfair trade practice. It also includes false offer of bargain price, non-compliance with the prescribed standard, hoarding, destruction or refusal....etc. The consumer must get what he is told he is getting. Where, by any method whatsoever, a belief is created in the minds of consumer as to some quality or utility of goods and services, and they actually false short of those standards, this will be unfair to consumer¹⁰. Such a practice violates not only the objectives of the Act but also violates the very basic rights of human rights.

3. RESTRICTIVE TRADE PRACTICES

It means any trade practice which tends to bring about manipulation of price of goods or services or their conditions of delivery or flow of supplies¹¹. Eg if a traders makes a delay in the supply of goods or providing services beyond the agreed period leading to rise in the prices.

4. LACK OF AWARENESS.

In the era of consumerism and market economy the problems of rural consumer have not been adequately addressed. The rural consumer remains disadvantage as their right to information, choice, redress, education and the right to heard are not sufficiently fulfilled. They are exploited in many ways due to poor knowledge about their rights.

5. UNSCRUPULOUS TRADE PRACTICES.

Unscrupulous Trade Practices are also a form of unfair trade practices which falsify the quality of the product, its genuiness...etc. It means goods and services which are claimed to be genuine but they are actually not so.

LEGAL REGIME FOR THE PROTECTION OF CONSUMER'S RIGHT.

The impact of industrialization leads to the large scale production of goods. Manufacturers ultimate aim is to disperse and distribution the manufactured goods. It is well known fact that

¹⁰Avtar Singh, 'Law of Consumer Protection: Principles and Practice', (4th Edn. 2005, Eastern Book Company Publication) at p.157

¹¹Consumer Protection Act, 1986, Section 2(1)(nnn). It includes a) delay beyond the period agreed to by a trader in supply of such goods or in providing the services which has led or is likely to rise in the price; b) any trade practice which require a consumer to buy, hire or avail of any goods or , as the case may be, services as condition precedent to buying, hiring, or availing of other goods or services.

goods produce are ultimately to be consumed. The central point is manufacturer or the traders adopting various ethical as well as non-ethical means tries to distribute the goods to the consumers. Consumers are generally exploited by the manufacturer or traders adopting various techniques like unfair trade practices, restrictive trade practices.....etc The contravening concepts of manufacturers profit motives and right to consumer protection leads to the emergence of legal regime to protect the interest of the consumer.

A) *Consumer protection initiative in International arena.*

Consumer protection movements are the results of economic crisis felt aftermath of the industrialisation and the World War II. The movement to secure consumer rights and have 'say' led to the development of consumer conscience all over the world. It's been a systematically striving of development of laws for the consumer protection rights all over the world.

Consumer protection initiative in international arena can begin with the discussion of consumer protection movements in various parts of the world. Consumer protection movements in England have already begun way back in 13th and 14th century. In 1709, the justices of peace and the Mayors of Boroughs were empowered to fix the weight and price of bread matching the prices of grain and require the bakers to mark the loaves with size and quality.¹²In USA, it was the President of USA, JOHN F. KENEDY who took full fledges initiative by proposing pro consumer legislation for regulating and protecting the consumer interest. One of the landmark legislation was enacted in 1972 called CONSUMER PRODUCT SAFETY ACT 1972, which provides elaborate provisions for the product safety standards, test method as well as mechanisms are set up at various levels to maintain the consumer products safety and systematise standard. Thereafter both in England and America various pro consumer legislation have been enacted.¹³

United Nation's Resolution on consumer rights no. 39/248 ¹⁴wherein the general assembly recognised consumer rights on the level of human rights. It adopted guidelines for consumer protection which provides a framework for government to use in elaborating and strengthening consumer protection policies and legislation.

B) *CONSUMER PROTECTION IN INDIA*

¹²S.K. Verma, M. Afzal Wani, S.S. Jaswal, 'A Treatise on Consumer Protection Laws', (ILI Publication, 2004) at p.4

¹³ In England ; Consumer Safety Act 1978, the Consumer Protection Act 1987...etc. and in USA; the Food Drugs Amendment Act 1972, Cigarette Labelling Act 1965, Consumer Credit Protection Act 1968.....etc.

¹⁴<http://www.un.org/documents/ga/res/39/a39r248.htm> accessed on 11-3-15

Consumer protection has its deep roots in the rich soil of Indian civilisation which dates back to 3200 BC. In ancient India, human values are cherished and ethical practices were considered great importance. Way back to Vedic age, the Vedas and the Dharmashastras laid down social rules and norms for striving and cherishing the human values. Manusmritis and Kautilya's Arthashastra have dealt with the issues relating to protecting of consumer interest. Manu, the ancient law giver prescribed a code of conduct to traders and specified punishments to those who committed crime against buyers such as for selling adulterated seed corn, punishment was the mutilation. Furthermore, during Kautilya's period, there were Directors of Trade and Fair Market who are responsible to monitor the market. Black marketing, unfair trade practices.....etc. were harshly punished.

In medieval period especially during the reign of Alauddin khilji, strict controls were established in the market place. In modern period, the British system of administration continued the protection of consumers by enacting a number of Acts such as sales of Goods Act 1930, the Drugs and Cosmetics Act of 1940, the IPC 1860 and many others.

CONSUMER PROTECTION ACT 1986

In India, the Consumer Protection Act was enacted in 1986 to codify the legal procedures and law relating to consumers and was hailed as one of the landmark achievements in codification in India. The Act received assent of the president of India on December 24, 1986. It was notified in May 1987. The Act has been amended twice in 1993 and 2003.

Objectives of the Act

For the 'better protection of the interests of the consumers'- saving them from various exploitative practices such as defective goods and services, unfair trade practices as well as unsatisfactory or deficient services.

The Act also provides for Consumer Protection Councils which are meant to promote the cause of consumer protection and cover the six consumer rights¹⁵:

- a.) right to safety,
- b.) right to be informed,
- c.) right to choose,
- d.) right to be heard,
- e.) right to redress, and
- f.) right to consumer education.

¹⁵Consumer Protection Act 1986; Sec: 6

A complaint may be lodged alleging an unfair or restrictive trade practice adopted by the trader, defects in goods, deficiency in service, excess price charging or alleging goods hazardous to life sold without proper display of information (in regard to the contents, manner and effect or use of such goods).

The legislation provides for a three-tier dispute resolution mechanism. The complaints can be filed in the specially instituted consumer fora without any court fee. The hierarchy of the fora is as follows:

- The District Forum
- The State Commissions
- The National Consumer Dispute Redressal Commission.

Pecuniary jurisdiction of redressal mechanism.

- a.) National commission: amount exceeding more than one crore.
- b.) State Commission: 20 lakhs but not exceeding one crore.
- c.) District forum: upto 20 lakhs.

Appeal

After the judgment is delivered and if either of the party is not satisfied with the judgment then an appeal can be filed. Appeal from the District Forum lies to State Commission and from State to national commission. The Appeal against the judgments of the National Commission lies with the Supreme Court under the Act.

LATEST CASE LAWS

❖ *Life Insurance Corporation of India & ANR v/s Bimla Devi*¹⁶

The respondent's husband took insurance policy from the petitioner's insurance company dated 18-2-2000 for Rs. 80,000. Soon after taking the policy respondent's husband died due to multiple brain tumours. The respondent being the nominee lodged her claim with the petitioners and also submitted the required documents vide letter dated 2-5-2001.

¹⁶ (2016) 1 CPJ 57(NC)

The petitioners repudiated the claim of the respondent on the ground that the deceased had withheld the correct information regarding his health at the time of affecting the insurance.

The case was filed under Consumer Protection Act, 1986 sections 2(1) (g) and 21(b) for the deficiency of service.

The District Forum dismissed the complaint and the state Commission allowed the appeal but the National Commission allowing the appeal repudiate the insured claim stating that concealment of medical history and deliberate wrong information do not amount deficiency of service.

❖ *Aditya Bhati v/s Rizvana Amusement*¹⁷

The complainant and his friends visited the Dussehra Mela wherein they bought tickets for the amusement ride paying Rs 30 each. The complainant occupied a cubicle which did not have safety belt, while his friends waited for their turn on the said ride. One of the seats/cubicles having broken, the person sitting on the said seat fell backwards and collided with the complainant. The ride did not shut down immediately though the request was made. When the ride stops, the complainant had become unconscious and was bleeding profusely on account of multiple collisions. The complainant was taken to hospital by his friends. He was diagnosed with traumatic brain injury along with left head injury and suffered from parietal extra haemorrhage to the brain. He is confined to the bed in a vegetative stage, surviving only on liquid food.

The case was filed under Consumer Protection act, 1986 sections 2(1)(g), 14(1)(d) and 21(a)(i).

The National Commission awarded Rs. 25,00,000 as pecuniary damages and Rs. 10,00,000 as non-pecuniary damages.

CONSUMER RIGHTS AS HUMAN RIGHTS

Consumer rights as human rights are the longstanding need of the hour. The consideration for recognizing consumer rights as human rights can be considered from the International human right declarations and covenants.

In a consumer-oriented society, protection of the individual consumer is perceived as part of maintaining human dignity—especially against big business organizations, monopolies, cartels,

¹⁷ (2016) 1 CPJ 63 (NC)

and multinational corporations¹⁸. Well-accepted doctrines of human rights, therefore, such as the emphasis on an individual's prosperity, honour, and dignity, can serve as the basis for recognizing consumer rights as human rights¹⁹. Thus the question arises is the importance of recognising consumer rights as human rights.

With the advent of the WTO, LPG (Liberalisation, privatisation, globalisation) and most importantly transformation towards technology and communication as well as digitisation of the world, the world has shrunk into a small village. All type of transaction especially the business transaction expanded gigantically which resulted in both optimistic as well as pessimistic impact to various countries. Free trade policy, MFN (Most favoured Nation) treatment and various independent economic policies amongst friendly nations are initiated to expand and explore the consumer as well as commodity market. Advent of MNCs, BPOs and LPOs further shrink services world into minute creature. All these transformation in economic transaction have direct or indirect impact to the consumer interest. The repercussion may be both optimistic as well as pessimistic. As the consumer are the persons who are the ultimate target for the every economic activities, their rights need to be protected as well as need for the hour to recognise their rights as human rights. As consumers are the composite unit which are ultimate mate of the manufacturer, traders.....etc their rights as human right need to consider while dispersing the commodities or services.

Various nations have already recognised the consumer rights as legal rights which mean consumers rights and interests are protected through the court of law. It binds the government as well as individuals to keep in mind the interest of the consumer. On the other hand consideration of consumer rights as human rights need the entire community to recognise especially the government, individuals, business lobbies, corporate masters from the small businessman to the big business lobbiesetc to have in their mind the need and human rights perspective of the consumer interest instead of only focusing on profitization. The need for recognition of consumer right as human right is to expand the scope of human rights as well as tightening the scope of escapism as to their liability of the manufacturer, traders,.....etc.

The importance of considering consumer rights as human rights can be better understand with the help of proposed to two tests. They are: Declaratory and Procedural tests.

¹⁸ Deutch, Sinai, 'Are Consumer Rights Human Rights?', (Osgoode Hall Law Journal 32.3 (1994): 537-578) at p.17.

Also see <http://digitalcommons.osgoode.yorku.ca/ohlj/vol32/iss3/4> accessed on 10-3-15

¹⁹ Ibid

These are the propose test which tends to find out the contention of broadening the definition of human rights as to make it inclusive the consumer right as human right.

a) DECLARATORY TEST.

As per this test, it will explore to the United Nations conventions or guidelines to find out the declaratory rights and its acceptance by the international community. As the United Nation Organisation is the guardian of the world community and it is the most effective organisation which can bring the issues to the concern of a larger international community.

i) UNIVERSAL DECLARATION OF HUMAN RIGHTS 1948 (UDHR)

The preamble of the UDHR proclaimed and recognised that every human being has an inalienable right of being a human. The inherent dignity of being human being has been recognised. It further provides that everyone has the right to a standard of living adequate for the health and well-being of himself and his family, including food, clothing, housing and medical careetc²⁰. Though indirectly relating with the concept of consumer rights from the human being perspective these rights are must for them too.

ii) INTERNATIONAL COVENANT ON ECONOMIC, SOCIAL AND CULTURAL RIGHTS 1966 (ICESCR)

In addition to promotion of dignify life of an individual, it further recognise the right of everyone to an adequate standard of living for himself and his family, including food, clothing, and to the continuous improvement of living conditions.²¹ The state parties are to take the initiative for cooperation to improve methods of production, conservation and distribution of food and its importing as well as exporting problems.²² Consumers as a composite unite of the society as well as individual needs to have an adequate standard of living.

The right to health, elaborated upon in article 12 of the ICESCR, is also closely associated with consumer protection. A basic consumer right is the "protection of consumers from hazards to their health and safety." Similarly, the ICESCR declares the right to environmental hygiene and to the prevention of disease. Although consumer protection is not mentioned in article 12, the goals of this article can be realized through improved implementation of consumer protection in the medical field.

²⁰UDHR; Article: 25,Also see <http://www.un.org/en/documents/udhr/> accessed on 11-3-15

²¹ICESCR; Article : 11(i), Also see<http://www.ohchr.org/EN/ProfessionalInterest/Pages/CESCR.aspx> accessed on 11-3-15

²²ICESCR; Article : 11(ii), Also see <http://www.ohchr.org/EN/ProfessionalInterest/Pages/CESCR.aspx> accessed on 11-3-15

iii) UNITED NATIONS GUIDELINES FOR CONSUMER PROTECTION 1985 (UNGCP)

This is one of the most important steps in recognition of consumer rights as human rights as human rights by the international community. On April 9, 1985 the UN General Assembly, with due negotiations in the UN Economic and Social Council (ECOSOC), adopted by consensus a set of guidelines on Consumer Protection.²³ They provided a framework to strengthen policy and legislation to protect consumers and also promote international cooperation in this field. The guidelines are as follows:

- a.) It provides for the physical safety.
- b.) It provides for the promotion and protection of consumers' economic interests.
- c.) It requires the formulation of safety and quality standards of consumer goods and services.
- d.) It demands the establishment of distribution facilities for essential consumer goods and services.
- e.) It delineates measures enabling consumers to obtain redress.
- f.) It obliges governments to establish education and information programmes.
- g.) It presents measures relating to specific areas, such as food, water, and pharmaceuticals.

b) PROCEDURAL TEST.

Procedural test deals with the procedural steps to enforce such right through international or national institutions. It also specifies the mechanism through which the enforcement can be done. Though the declaration made by UNO under UDHR are regarded as mere declaratory which lacks the strict enforcement, still it is regarded as one of the most genuine steps to protect the rights of human being by the international community. Due to its declaratory nature it is regarded as soft law. Consumer rights as human rights though directly do not specify by the UDHR it has indirectly link with as a result it need to be recognised specifically by the international community. It depend on the international community to give it's require strength to be recognised so. Though it is not recognised directly it does not mean their right as human right. The international customary law protect thereby need to protect and recognised arouse.

CONCLUSION

At the outset we can conclude that since the evolution of the concept goods and services, concern for the consumer rights have been increased. Industrialization, modernisation, and the

²³<http://www.un.org/documents/ga/res/39/a39r248.htm> accessed on 11-3-15

advent of information technology also made more necessitate for the protection of consumer interest. Though the Consumer Protection Act 1986 provides a landmark sui generis legislation still consumer need to be aware and educate more to know and preserve their rights. There is also a need for enlarging the rights of consumer as that of consumer rights provided under international arena.

Further consumer rights as human rights are still developing. Consumer rights are human rights though may be in an indirect manner. The recognition is necessary for better and wider protection of the consumer interest. Though the state have already provided a legal recognition to the rights of the consumer, it still has the flaws which the consumer still suffering. Thus the time has come for full fledge recognition of consumer rights as human rights so that there cannot be an escapism clause from the violation of consumer rights.

It is suggested that awareness along with the interaction programs should be conducted for the better understanding as well as better protection of the consumer interest.

It is recommended that the international institutions as well as the international community should contribute and work together for the proper development of consumer rights as human rights.

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