

# **Consumer Affairs & Fair Business Practices Directorate.**

## **Introduction:**

The Consumer Affairs & Fair Business Practices Directorate was set up on the 01<sup>st</sup> day of October, 2001 under Consumer Affairs Department, Government of West Bengal. The purpose of creation of this Directorate was to protect & execute rights and interests of the consumers and also to create widespread consumer awareness. It is noteworthy in this context that West Bengal is the only State in the country where a separate Department and Directorate is functions exclusively for safeguarding the interests of consumer.

## **Functions of the Directorate:**

- 1] To implement the consumer protection policies formulated by the state government,
- 2] To create wide spread public awareness of consumer rights and interests,
- 3] To mediate for settlement of consumer disputes in respect of non-statutory complaints,
- 4] To provide counselling to consumers for taking remedial measures for settlement of their consumer disputes through consumer forum,
- 5] To run the state consumer helpline effectively in order to guide the consumers.
- 6] To make the traders and service providers aware of the code of Fair Business Practices,
- 7] To arrange for training officers and other resource persons for spreading consumer awareness through them.

## **Activities of the Regional Offices.**

- Dissemination of consumer awareness on
  - i) Pre-purchase precautionary measures to be undertaken,
  - ii) Alertness during purchase of any goods or hiring of any service,
  - iii) Post-purchase remedies available under Consumer Protection Act 1986 after being duped and

iv) Procedure of asserting rights as guaranteed under Consumer Protection Act and infrastructural support system of the Government available in getting redressal.

- Redressal of Consumer grievances through the process of mediation
- Counselling of general Consumers
- Monitoring the activities of District Consumer protection Council (DCPC) under the chairmanship of the District Magistrate. Assistant Directors of the regional offices in the districts act as the member Secretary of District Consumer protection Council
- Monitoring the activities of Consumer Clubs in Schools & Colleges.