

Consumer Education

2.1 Introduction

All of us use a variety of products daily. From where do we get these products? Yes, a few of these products can be made at home but for most others we have to go to market and buy from various shops. What has been your experience while shopping? Have you always found goods as per your requirements? Have you been totally satisfied by your purchases? Do advertisements and sales persons always give you correct and complete information about the products you want to buy?

Ours is a vast country where a lot of people are ignorant and ill informed. Therefore, we rely on the information and guidance provided to us by the manufacturers and shopkeepers. A number of these manufacturers and shopkeepers want to make quick and easy profits even if it means at the cost of the health and safety of innocent people. Under such circumstances how can we make a satisfactory purchase without being cheated? How can we get the best return for our money?

Let us discuss these and other related questions.

2.2 Objectives

After reading this lesson you will be able to do the following?

- define the terms "consumer" and "consumer education" and explain their importance in the present day context;
- describe the problems faced by consumers and suggest solutions;
- specify the consumers' rights and responsibilities;
- list the laws for consumers protection and describe them;
- discuss the various aids available for consumers for purchasing goods and services;
- explain "consumer movement" and its importance.

2.3 Definition of a Consumer

Consumers are people who buy goods and services to satisfy their needs.

In the above definition, "goods" are products that we buy to fulfil our needs. For example, food, clothing, fuel, paper, electronic items, etc. "Services" are the facilities offered to us by various agencies with or without payment. These include water, electricity, health

and sanitation, education, transport, communications, etc. Thus, by the above definition we are all consumers irrespective of our age, social and economic background and level of education.

2.4 Consumer Education

Consumer education means to educate the consumers as to what, where, when, how and how much to buy and how to use what they have bought.

If you understand the above definition, you will be able to appreciate the relevance of educating people so that they can make correct purchases. Consumer education has today become an important part of school and college curriculum. That is why you are reading this lesson. As per the definition of consumer education we want you to learn about the following:

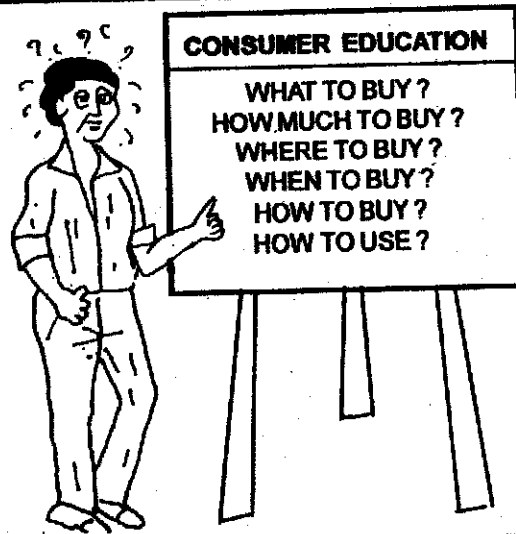
- What to buy? Buy products that meet your needs and priorities and are of good quality. Before buying, do market survey and collect as much information as possible about the product, then decide about a particular brand (popular name by which a product is known in the market). Example : vegetable oil—Dhara, pressure cooker —Hawkins, tooth paste — Colgate, etc.
- How much to buy? Buy just the right quantity as per your need, money and storage space available. This prevents spoilage and wastage.
- Where to buy ? Purchases can be made at retail shops, cooperative stores, company showrooms, authorised dealers or at whole sale markets.
- When to buy ? Some goods should be bought when they are in season (e.g.: fruits and vegetables) others should be bought during off season or in genuine discount sales (e.g.: room coolers, electric heaters, woollen clothes). Visit shops when the shopkeepers are relatively free i.e., avoid Sundays and evening as far as possible.
- How to buy ? Things can be bought either in cash or on credit. You pay less when you pay cash and if you buy on credit you end up paying more than the original price. You may save and buy or buy on instalments. Choice is yours!
- How to use? Learn about the proper use of any product or service. Read instructions carefully before use and always follow them to avoid misuse.

Advantages of Consumer Education

What do you think are the benefits of consumer education ? How can you put to use what you have learnt so far? Well, you may probably say that it helps me to :

- develop the ability to decide and choose things intelligently.
- be alert, well informed and vigilant against corrupt practices in the market.
- take suitable action when faced with a problem, and
- demand safe, reliable and good quality products at a reasonable price.

All the points listed above are the advantages of consumer education.



WHAT IS CONSUMER EDUCATION ?

Fig. 2.1 Consumer Education

INTEXT QUESTIONS 2.1

1. Indicate whether the following statements are true or false by writing T and F against each statement.
 - (i) Children are not consumers.
 - (ii) Sales persons are not the only source of providing information about a product.
 - (iii) When goods are available at a lower price, it is wise to buy them in as much quantity as is available.
 - (iv) Room coolers and fans should be bought preferably in winters.
 - (v) It is better to buy expensive durable goods on instalments rather than not buy them at all.

2.5 Problems Faced by Consumers

When buying certain products from the market you may face certain problems. Let us discuss some of them.

(1) Price Variation

Many times while purchasing certain items you may notice that the price of the same item is different in different shops within the same market. There are also price variations between markets. Why do prices vary? Sometimes prices vary due to certain genuine or valid reasons and at other times they vary because the salespersons want to over charge you. Let us understand the valid reason first :

- prices are lower for the same product in wholesale markets as compared to retail markets.
- prices of properly packed products are higher than the prices for the same product when sold loose. This is due to packaging charges.
- Maximum Retail Price (inclusive of all taxes), also called MRP, printed on the label of all products includes the commission of the seller. If he is ready to forgo a part

of it, he sells the product at a price lower than the MRP. This attracts consumers and makes them regular customers.

- purchasing power of people varies in different areas. The sellers charge more from people who have the capacity of paying more in the form of better services, and
- products of better quality cost more than the lower quality ones.

Some of the ways in which sellers over charge you are :

- Copying brand names and selling poor quality goods for the price of higher quality popular brands.
- charging of highest MRP for products whose price varies in different states, and these are mentioned on the label, and
- selling items loose without a label or packaging so that you cannot read and check.

(2) Adulteration and Poor Quality

Adulteration means addition of certain things or their removal from a product, thereby, lowering its quality. It can also occur because of use of poor quality raw materials or poor method of production or inappropriate storage of finished products. Adulteration is usually intentional. Such products are harmful for the health and safety of consumers. However, all low quality products may not be adulterated ones.

You may have heard of people suffering from diarrhoea and vomiting after eating stale food and sweets from roadside hawkers. This may be due to adulteration of the food with harmful colours, worm infested and stale ingredients, poor quality cooking oil, etc. Cases of people getting electric shocks or cuts from poorly designed electric irons and immersions rods may also not be new to you. Many fabrics shrink or the colour fades after the very first wash. Ready made garments that are stitched badly or have loose buttons are other examples of poor quality products.

(3) Non-availability — Hoarding and Black Marketing

There may be occasions when you may not find certain products in the market. This non-availability may be because of any of the following reasons.

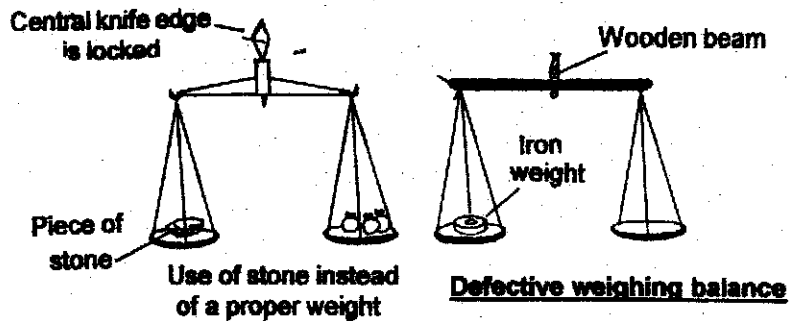
- Genuine and unavoidable reasons like off-season, lower production or less supply due to transporters strike or a natural calamity like drought or floods, or
- Artificially created reasons by traders to demand a higher price from you. This leads to hoarding or hiding of certain products and their sale in black market. i.e., at unreasonably high prices to needy consumers. Many times, when the manufacturers want to raise prices, they temporarily withhold the supply of their products from the market, thus causing artificial scarcity. Even in normal periods, when the sellers expect a high rise in prices, they hoard products. For example, you may find such a situation for petrol, butter, cooking oil, etc., in the months of January and February, that is, just before the budget and Government announcements of new policies.

(4) Defective Weights and Measures

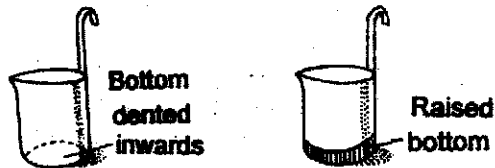
Shopkeepers use several malpractices while measuring or weighing what you buy. These may be:

- use of irregular weights like bricks or stones or hollow bottom iron weights which weigh less than the actual weight;
- use the weighing balance with a wooden beam that does not remain horizontal when the pans are empty;

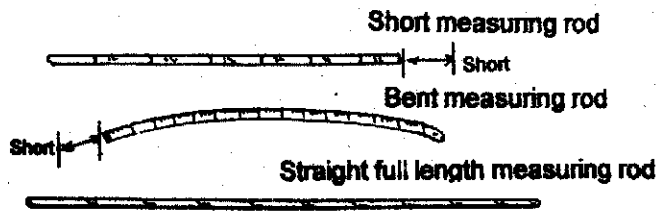
- pointers of weighing scale that do not rest at zero even when no weight is put on the pans;
- placement of a piece of magnet or cardboard under the pans of a weighing scale;
- meters at petrol pumps and in auto-rickshaws and taxis not showing zero readings;
- use of a measure that may be dented or with a false bottom to give less milk or oil;
- use of a short or dented measuring rod to measure less fabric, etc. The shopkeepers' intention all the while is to give you less than the promised quantity without your knowledge, thereby earning higher profits.



Defective weights



Defective measures



Defective measuring rods

Fig. 2.2 Defective weights and measures

(5) Deceptive Trade Practices

You may have observed some of the following deceptive trade practices by shopkeepers and manufacturers :

- packing of small goods in large packets and packing poor quality goods in stylish wrappers that cannot be opened for examining the products inside.

- use of brand names, labels and packaging similar to good quality popular products for low quality products.
- offer of attractive free gifts, sales and discounts with some low quality products or offer of cheap free gifts and discounts that are not genuine, etc.

Thus, consumers are deceived and cheated.

(6) Poor Consumer Guidance

We have to often rely on the mercy of shopkeepers and manufacturers for information required to make any purchase. But they do not always give us the correct and complete information or they may themselves not have sufficient information. They talk positively about only those brands of products that they stock and get a commission on. Some sales persons do not pay attention to consumers. They behave rudely and don't show all the items. Thus, the consumers get very little help from these sales persons while making choices.

(7) Lack of Standardised Products

While shopping have you ever noticed that some products bear a mark like ISI, AGMARK, FPO, etc., along with some numbers? What do they mean to you? Well, these marks called standardization or certification marks, are issued by the Government. The numbers displayed along with the marks are the numbers of Indian standard corresponding to a product and unique for it. These marks convey that products bearing them are of good quality, correct weight and safe to use. You will read more about these marks later. However, all the products sold in the market including some very popular brands do not bear a standardization mark. For example, when you buy a pressure cooker, you may be unsure and unable to decide whether to buy a popular brand without a standardization mark or to buy a less popular brand with a standardization mark.

Some incidences of misuse and misrepresentation of standardization marks have been reported wherein fake or duplicate products have been found bearing these marks. For instance, instead of the correct ISI mark, products have been found bearing the following:

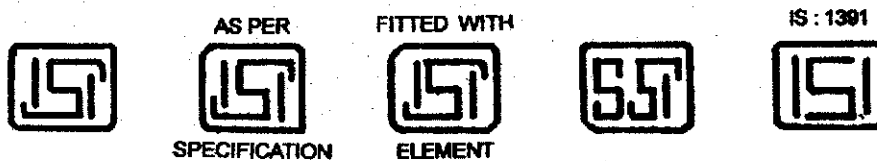
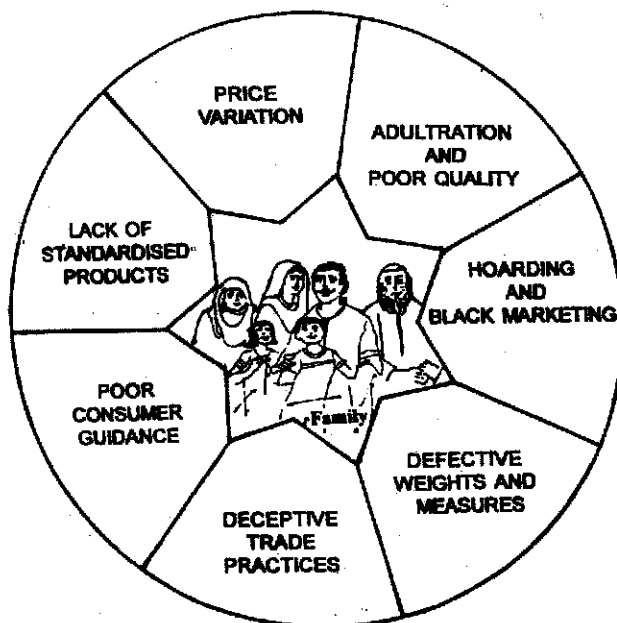


Fig. 2.3 Misleading use of standardization marks

2.6 Solutions to Consumer Problems

Having discussed the numerous problems that you as consumer face in the market today, what suggestions can you give to overcome these? Compare them with the solutions given below.

- Always do market surveys and tap all the sources of information (e.g.: TV, magazines, newspapers, salespersons etc.) before buying a product.
- Buy from Super Bazar, Kendriya Bhandar, authorised company showroom, cooperative store or other reliable shop of good reputation in your area. This will enable you to buy good quality products at right price. Take bills, receipts and guarantee cards for all purchases made and keep them safely.
- Instead of loose items preferably buy properly packed and labelled products.



CONSUMER PROBLEMS

Fig. 2.4 Consumer problems

- Read labels carefully for brandnames, ingredients, net weight, maximum retail price, expiry date and standardization mark.
- Think of alternate items, in palce of those that are in short supply. Refuse to pay more and discourage hoarding and black marketing.
- Do not accept irregular weights like bricks and stones. Be alert and vigilant about the weights and measures and the procedure used by the seller.

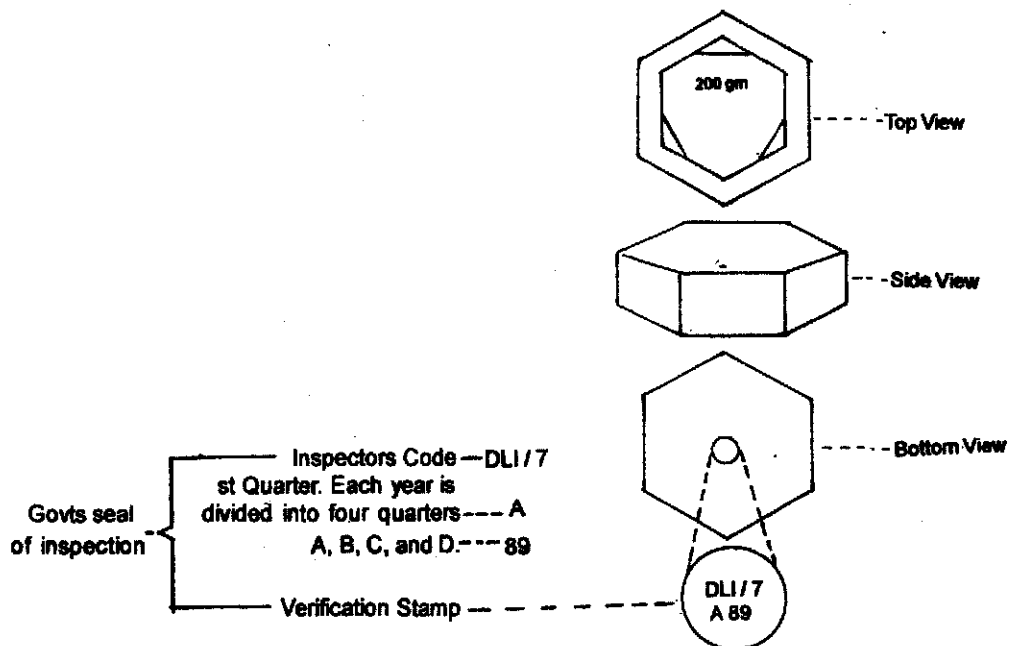


Fig. 2.5 Standard weights

- Do not get deceived by sales tricks and sales talks.
- Buy products that guarantee good quality and after sales service.
- If you notice any trader cheating or using unfair trade practices do not remain quiet. Report such cases to the concerned authorities.

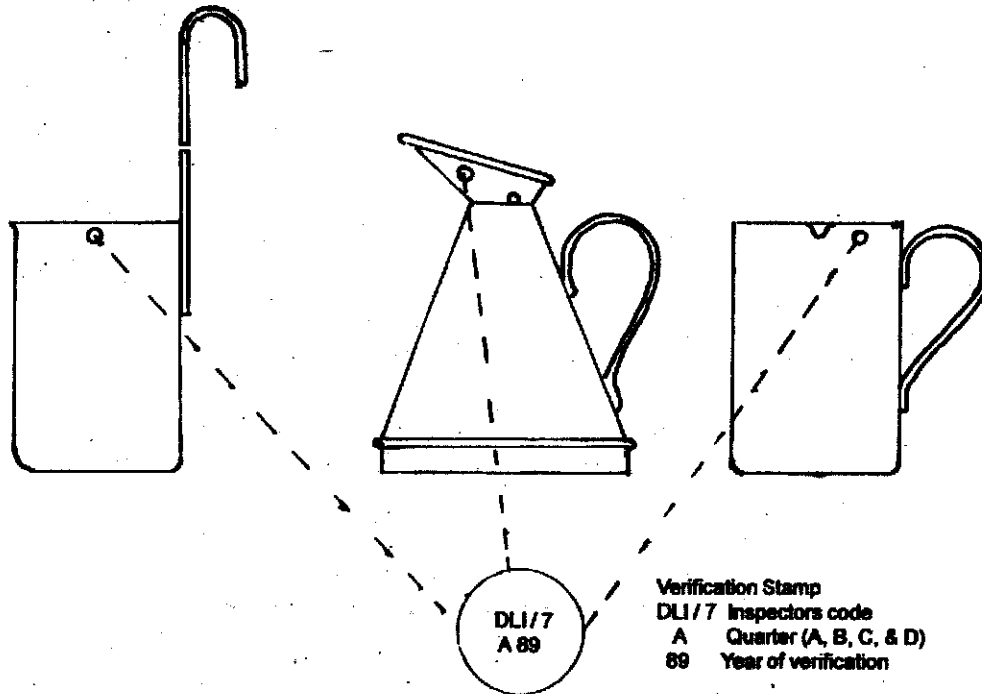


Fig. 2.6 Standard measures

INTEXT QUESTIONS 1.2

1. Fill in the blanks choosing the correct words from the brackets.
 - (i) The MRP is the price at which a product is sold in the market. (minimum/maximum/moderate)
 - (ii) Food items sold loose have high chances of (theft/breakage/adulteration)
 - (iii) Hiding away of scarce products and their sale at a high price is called (hoarding/profitteering/black marketing)
 - (iv) Sale of small soap cakes in large packets is a sale practice. (deceptive/positive/effective)
 - (v) Shopkeepers and manufacturers should provide the consumer with all the to enable them to make a wise purchase. (discounts/informations/gifts)
 - (vi) Products bearing marks are of good quality (identification/trade/standardization)

2.7 Consumer Rights

Do you know that as a consumer you enjoy certain rights? These rights have been

formally given to us by the Government under the Consumer Protection Act. Let us learn about them.

1. **Right to safety:** This right protects you against products and services that are harmful to our life and property. For example, adulterated food and unsafe electrical appliances.
2. **Right to be informed:** This gives you the right to be informed about the quality, quantity, standard and price of goods and services.
3. **Right to choose :** This entitles you to the right to have access to a variety of goods and services of satisfactory quality at a reasonable price.
4. **Right to be heard:** This gives you the right to make complaints against any malpractice of the traders and receive due consideration.
5. **Right to redressal:** This means that you have the right to a fair settlement and compensation for genuine and just complaints against faulty goods and services.
6. **Right to consumer education:** This enables you to acquire knowledge and abilities to make wise choices.

The rights mentioned above have been accepted all over the world. A knowledge of these rights helps you to protect yourself against the various unfair practices of traders. However you should be careful and not misuse them.



Fig. 2.7 Consumer Rights

2.8 Consumer Responsibilities

If you want to enjoy certain rights you have to fulfill certain responsibilities as well. You must always try and behave in a responsible manner and develop good purchasing habits.

Following are the some of the responsibilities.

- Take bills, receipts, guarantee cards, etc. and keep them safely and maintain them as records. They are the proof of your purchase and help in getting redressal in case of genuine grievance.
- Insist on buying good quality products with standardisation marks, even if they are not of popular names. This will help in removing substandard products from the market.
- Do not let yourself get carried away by sales talks, attractive labels, packaging, free gifts and advertisements and other sales tricks.
- Follow the manufacturers instruction for use, care and maintenance of a product carefully.
- Do not misuse the desirable customer service offered by manufactures and shopkeepers like, free home delivery, exchange within a specified period, credit etc.
- Report cases of cheating and encourage other consumers also to report. Cooperate with law enforcement agencies in getting the guilty traders punished.
- Do not waste any product. Make an effort to conserve resources so that they can last longer.

INTEXT QUESTIONS 2.3

1. Which of the following are consumers rights? Tick (✓) the correct answers:
 - (i) Right to discount
 - (ii) Right to choose
 - (iii) Right to safety
 - (iv) Right to free home delivery
 - (v) Right to be heard
 - (vi) Right to standardized products
 - (vii) Right to information
 - (viii) Right to technology
 - (ix) Right to communicate
 - (x) Right to consumer education
 - (xi) Right to computer education
 - (xii) Right to redressal
 - (xiii) Right to return
2. Fill in the blanks with the correct answer.
 - (i) should be kept safely as it is a proof of purchase of product.
 - (ii) Incidences of cheating and unfair trade practices should to the concerned authorities to punish the guilty.
 - (iii) To ensure long life of an electrical gadget it is very important to follow its manufacturers for use, care and maintenance.

2.9 Laws for Consumer Protection

Our government has passed certain laws to protect our rights as consumer. Under these laws any consumer with a genuine grievance can file a formal complaint against a trader and take him to court. These laws are briefly discussed below.

- **Agricultural Produce (Grading/Marling) Act:** Under this Act the AGMARK, standardization mark is given by the Government to agricultural or farm produce (e.g. wheat flour, gram flour, honey, spices, ghee, etc). This law ensures that these products are tested for purity, graded according to their quality and packed suitably.
- **Drugs and Cosmetics Act:** It regulates and ensures that only standard quality medicines and cosmetics are sold in the market with a proper cash memo or bill.
- **Prevention of Food Adulteration Act:** This law protects the consumer against adulterated and spoilt food stuff.
- **Essential Commodities Act:** As per this Act, the Government ensures that all the goods and services essential to life are available in the market at a reasonable price. The Government list of essential commodities includes items like cereals, pulses, sugar, raw jute, cotton and woollen textiles, medicines, paper, coal, petrol and petroleum products, iron, steel, cattle fodder, etc.
- **Monopolies and Restrictive Trade Practices (MRTP) Act:** This act protects consumers from being exploited by unfair trade practices like, giving false or misleading statement and advertisements, sale of substandard products, hoarding and blackmarketing. It also prevents traders from conducting any contest or lottery with no intention of giving the promised prizes.
- **Standards of Weights and Measures Act:** This Act prevents the use of non-standard weights and measures. It makes it compulsory for all products to bear a detailed label. You will learn about labels later.
- **Fruit Product Order (FPO):** Under this Act, it is compulsory for all manufacturers of fruit and vegetable products to maintain a certain standard in respect of quality, packing, labelling and sanitary conditions during production, storage and sale. It ensures that safe canned, preserved and processed products like pickles, jams, juices, squashes, frozen vegetables and fruits etc. are sold in the market. All products that need the FPO-specification are given the FPO standardization mark.
- **Consumer Protection Act (CPA/COPRA):** This Act clearly defines consumers' rights and responsibilities. It seeks to provide consumers with quick, easy and inexpensive redressal of their genuine complaints. Under this Act, the consumers can file complaints against goods and services provided by not only private companies but also the Government departments. For the legal settlement of complaints, courts have been set up at the District, State and National level. Such courts are called Consumer Redressal Forums.
- **Bureau of Indian Standards (BIS) Act:** Under this Act, the quality certification mark ISI is given to those products which meet the specifications and standards set by the Bureau of Indian Standards. The BIS gives specification for products in terms of material used, method of production, labelling, packing, storage and sale. For quality control the BIS conducts surprise checks of the ISI marked products. This Act also prohibits the improper use and misrepresentation of the ISI mark. Examples

of products bearing ISI mark are — ghee, biscuits, detergent, pressure cooker, electric iron, immersion rod, geyser, LPG cylinders, etc.

INTEXT QUESTIONS 2.4

1. Match the items listed in column A with laws mentioned in column B, under which you can file complaints if these are unsatisfactory.

Column A	Column B
(i) Medicines	(a) Fruit Products Order
(ii) Ghee	(b) Bureau of Indian Standards Act
(iii) Misleading advertisements	(c) Drugs and Cosmetics Act
(iv) Pickles	(d) Essential Commodities Act
(v) Pressure Cooker	(e) Prevention of Food Adulteration Act
(vi) Artificially coloured sweets	(f) Agricultural Produce (Grading/Marking) Act
	(g) MRTP Act
	(h) Standards of Weights and Measures Act.

2.10 Consumer Aids

Having discussed the various consumer problems you must be feeling the need for some help and guidance in selecting the right products.

Consumer Aids are those tools that guide consumers in selecting and buying a product they need.

Can you name some Consumer Aids? Yes, some of these are standardization marks, labels, packaging and advertisements. These are discussed below.

Standardization Marks: You have read about standardization marks in the previous pages. What is standardization? What are standardization or certification marks? On which products are they found? How to recognise them? For the answer to all these questions read on.

A standardization mark is a mark given to a product which meets certain standards with respect to the quality of the product in terms of material used, method of manufacture, labelling, packing, sale and performance.

Look around in your house and check various items for the following marks. Where have you seen them?

Standardization Mark

Symbol





Examples of Products

ISI Mark : Given by the BIS over 15000 standards covering a variety of product specifications and method of testing are available.



AGMARK: So far, standards have been prescribed for about 142 agricultural, horticultural,

Vegetable, fruit and meat products, processed foods, vanaspati, soaps, detergents, paper, paint, nonstick utensils, electrical goods, stoves, LPG cylinders, cement etc.

Standardization Mark	Symbol	Examples of Products
forest and livestock products.		Wheat flour, gram flour, rice pulses, ghee, oil, butter, fruits, vegetables, jaggery, spices, honey, eggs etc.
<p>FPO: The order requires all manufacturers of fruit and vegetable products to acquire a licence for their production and sale after meeting the FPO standards.</p>		Pickles, jam, squashes, ketchups, frozen and canned fruits.
<p>Wool Mark: A standard mark of International Wool Secretariate was established in 1949. It promotes pure wool products. It makes it necessary for manufacturers to mention the amount and identity of other fibres used along with pure wool on the label of wool and woollen garments.</p>		Wool and woollen garments.
<p>ECO Mark: It has been launched recently by the BIS. It is given to those products which not only meet ISI standards but are also recyclable and save energy, that is, they are environment friendly. Such products help in reducing environmental pollution.</p>		Food items like edible oil, tea, coffee, beverages, processed foods, paper, textiles, food additives, cosmetics, soaps and detergents, plastics, paints, batteries, packaging material, electrical goods, wood substitutes, etc.
<p>The standardization marks discussed above have been laid down by the Government to prevent</p>		

poor quality, duplicate and unsafe products from coming into the market. Thus, they help you to make wise choices without wasting your time, energy and money.

— **Labels :** A label may be a piece of paper of information engraved or attached on

to the packaging of a product. It gives you the following important information about a product.

- Name of the product
 - Brand name
 - Manufacturer's name and address
 - Contents/Ingredients
 - Use of the product
 - Directions for use, care and maintenance
 - Dates of manufacture and expiry
 - Dosage in the case of medicines
 - Net weight / volume / length
 - Maximum retail price (inclusive of all taxes)
 - Warning and precautions
 - Guarantee period
- You must develop the habit of reading labels

carefully before buying a product.

— **Packaging:** Packaging refers to the container or wrapper in which a product is kept for marketing and sale. A good packaging helps you many ways:

- it protects the products from damage, breakage and spoilage;
- it helps in easy handling, transportation and storage of products;
- it prevents the products from pilferage and adulteration; and
- attractive packaging invites you to pick a product and buy it. Properly packed products cost more than products that are sold loose.

— **Advertisements:** You must have seen and heard about many advertisements on radio, TV, newspapers and magazines. What is the purpose of these advertisements? Yes, you are right. The purpose of an advertisement is to inform the consumers about the availability, use and special features of a particular brand of product. A good advertisement should give you correct information about a product and not mislead you. Some advertisements persuade you to buy things that you may not need. As a conscious and alert consumer you should judge a product by actually examining it and not on basis of its advertisement alone.

INTEXT QUESTION 2.5

1. Following is a list of products, write the standardization mark (ISI/AGMARK/FPO/Woolmark) usually found on each in the space provided

(i) paint	(vi) ground spices
(ii) electric iron	(vii) pure ghee
(iii) honey	(viii) LPG cylinders
(iv) canned fruit juice.....	(ix) knitting wool.....
(v) pure wool shawl.....	(x) frozen peas.....
2. Fill in the blanks with appropriate words.
 - (i) Before buying a medicine its should be read carefully
 - (ii)saves a product from breakage and spoilage
 - (iii) An advertisement givesabout a product.

(vi) Purchase of products ensures that they are of a certain minimum quality standard.

3. List any six items of information that should be mentioned on a label.

- | | |
|-------------|------------|
| (i) | (iv) |
| (ii) | (v) |
| (iii) | (vi) |

2.11 Consumer Movement

Consumer movement is a joint action of consumers against unfair practices of the traders and manufacturers.

The numerous consumer problems mentioned earlier clearly bring out the need for you to be well informed and vigilant. This will enable you to make the best purchases and get the maximum value for your money. It will also discourage traders from using unfair and deceptive ways. However, you or the Government alone cannot protect all the consumers. Therefore, all consumers should fulfill their responsibilities and unite to protect themselves. A strong and active consumer movement is the most effective way of removing consumer problems. Consumer education helps people to develop a strong consumer movement.

Importance of Consumer Movement

In our country where a majority of consumers are illinformed and ignorant, a strong consumer movement is required to exercise control over shopkeepers and manufacturers so that they can serve the consumers well. By collective action, consumers can look after their welfare.

A consumer movement helps consumers to —

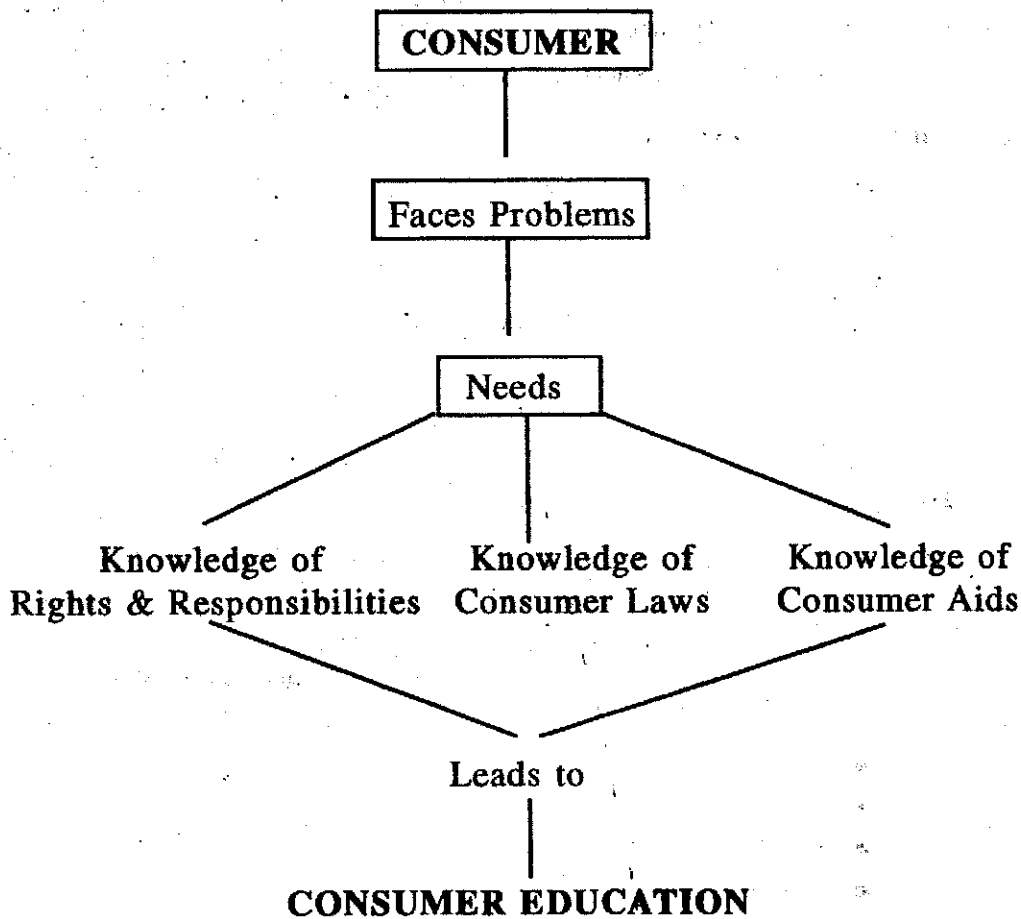
- be aware of their rights and responsibilities and use both regularly;
- take action and report cases of wrong practices to concerned authorities. It helps consumer to seek redressal and get the guilty punished;
- share information regarding new products, consumer laws and schemes beneficial to them; and
- represent the consumer interests in front of the Government. As a result of consumer movement, today, many motivated consumers have come together and formed groups to make their own unions, associations, societies, cooperatives, etc. Presently there are about 600 such organisations in India. To motivate and strengthen the consumer movement the Government has declared 15th of March as the Consumer's Day.

INEX QUESTIONS 2.6

1. Indicate whether the following statements are true or false writing T or F against each statement.
 - (i) All consumers should unite and form consumer groups to prevent traders from using unfair sales practices.
 - (ii) A strong consumer movement increases consumer rights and decreases consumer responsibilities.

- iii) March 15h every year is celebrated as Consumer's Day.
- iv) Alert and well informed consumers can help in developing a consumer movement that can look after the interests of the consumers in Government policies and programmes.
- v) Some consumer unions assist consumers to take legal action against the guilty traders and thus seek compensation for damages suffered.

2.12 What You Have Learnt



2.13 Terminal Exercises

1. Write short notes on :
 - (i) Consumer (ii) Consumer Education (iii) Consumer Movement
2. List the various problems faced by the consumers in the market today and describe the solutions to any three problems
3. Enumerate the consumer rights and discuss consumer responsibilities.

4. What is the importance of consumer protection laws ? Describe the following laws :
 - (i) Essential Commodities Act,
 - (ii) Monopolies and Restrictive Trade Practices Act,
 - (iii) Consumer Protection Act and
 - (iv) Standards of Weights and Measures Act.
5. What is the significance of Consumer Aids? Discuss the role of the following as Consumer Aids :
 - (i) labels, (ii) packaging and (iii) advertisements.
6. What is standardization? List the standardization marks available in the Indian market and describe them.
7. Define Consumer Movement and explain its importance.

2.14 Answers to Intext Questions

2.1 (i) F, (ii) T, (iii) F, (iv) T, (v) T

2.2 (i) maximum, (ii) adulteration, (iii) blackmarketing
(iv) deceptive, (v) information, (vi) standardization

2.3 1. (ii), (iii), (v), (vii), (x), (xii)

2. (i) bill / receipt / guarantee card /
(ii) reported
(iii) instructions

2.4 (i) c, (ii) f, (iii) g, (iv) a, (v) b, (vi) e

2.5 1. (i) ISI, (ii) ISI, (iii) AGMARK, (iv) FPO, (v) Wool mark
(vi) AGMARK, (vii) AGMARK, (viii) ISI, (ix) ISI, (x) Wool mark
(x) FPO

2. (i) label, (ii) packaging, (iii) information, (iv) standardized

3. Any six out of these :

- name of the product
- brand name
- manufacturers name and address
- contents/Ingredients
- use of the product
- directions for use, care and maintenance
- date of manufacture and expiry
- dosage in the case of medicines
- net weight/ volume/ length
- maximum Retail Price (inclusive of all taxes)
- warning and precautions
- guarantee period

2.6 1 (i) T, (ii) F, (iii) F, (iv) T and (v) T