



## World Consumer Day

---

 [drishtiias.com/printpdf/world-consumer-day](https://drishtiias.com/printpdf/world-consumer-day)

### Why in News

---

The Ministry of Consumer Affairs observed the **World Consumer Day (15<sup>th</sup> March)** by organizing a webinar on, 'The Sustainable Consumer'.

- **Every year 15<sup>th</sup> March** is celebrated as World Consumer Rights Day.
- However, **India** celebrates **24<sup>th</sup> December** as **National Consumer Day** every year.  
On this day the Consumer Protection Act, 1986 had received the assent of the President and came into effect.
- The webinar was organized in place of a physical event to maintain social distancing in the wake of **COVID19 pandemic**.

### Key Points

---

- **Theme:**
  - The **theme for World Consumer Rights Day 2020** is '**The Sustainable Consumer**'.
  - The theme aims to focus on the need for sustainable consumption globally, as well as highlighting the important role that consumer rights and protection can play.
- **Objectives:**
  - It signifies solidarity in the international consumer movement, demanding that consumer rights are to be respected and protected.
  - The event also gives a chance to protest against the market abuses and social injustices which undermine those rights.

- **Background:**

- World Consumer Rights Day was inspired by **US President John F Kennedy**, who sent a special message to the US Congress on 15<sup>th</sup> March 1962, in which he formally addressed the issue of consumer rights. **He was the first world leader to do so.**
- The consumer movement first marked that date in 1983 and now uses the day every year to mobilise action on important issues and campaigns.

**Source:PIB**