



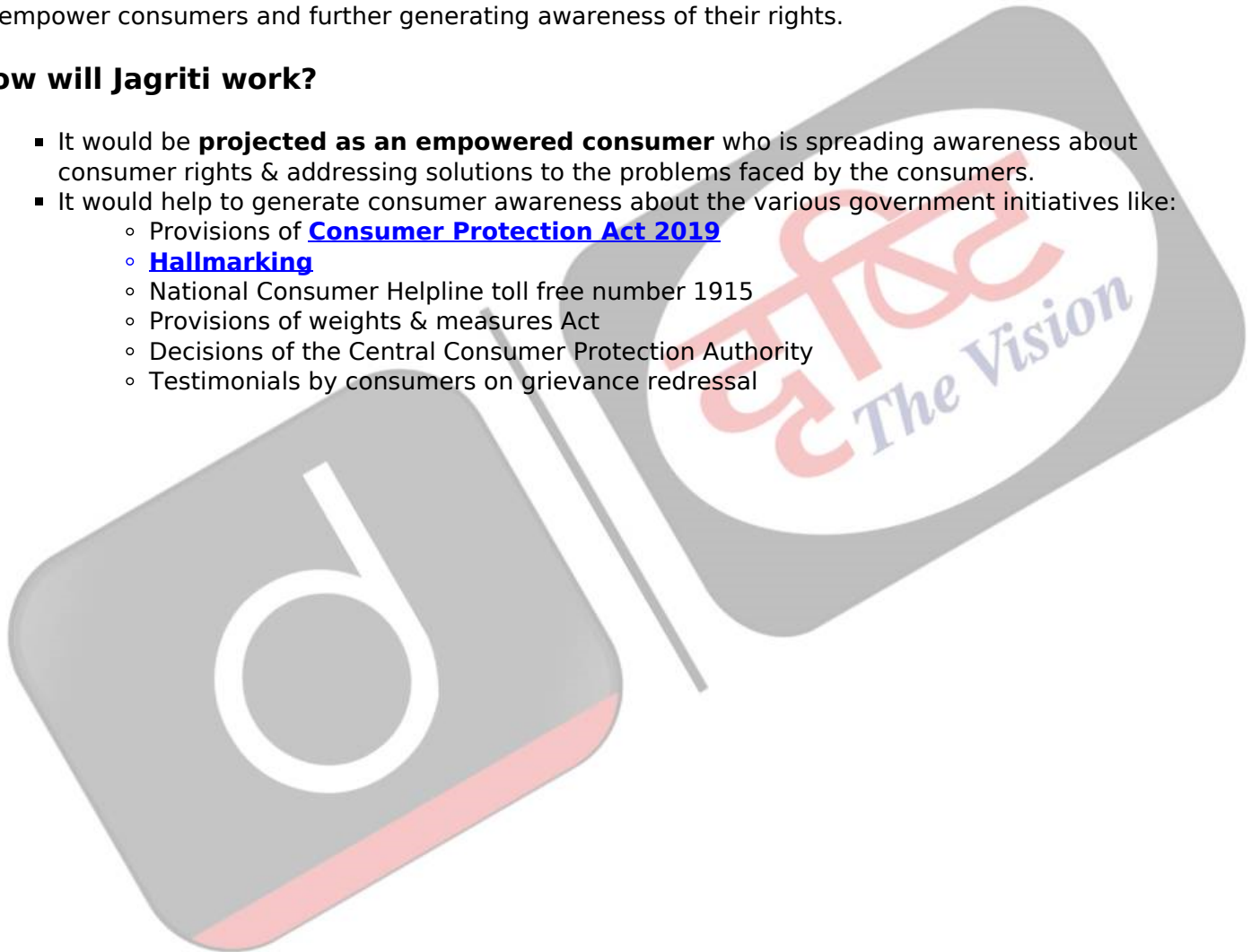
## Jagriti Mascot

### Why in News?

Recently, a mascot named Jagriti has been launched by **the Department of Consumer Affairs (DoCA)** to empower consumers and further generating awareness of their rights.

### How will Jagriti work?

- It would be **projected as an empowered consumer** who is spreading awareness about consumer rights & addressing solutions to the problems faced by the consumers.
- It would help to generate consumer awareness about the various government initiatives like:
  - Provisions of [Consumer Protection Act 2019](#)
  - **Hallmarking**
  - National Consumer Helpline toll free number 1915
  - Provisions of weights & measures Act
  - Decisions of the Central Consumer Protection Authority
  - Testimonials by consumers on grievance redressal





### What is the Significance of Jagriti Mascot?

- In addition to increasing the campaign's presence in digital and multimedia channels, it would **heighten consumer rights awareness.**
- It would be shown with the tagline **"Jago Grahak Jago"** in various media campaign.

### UPSC Civil Services Examination Previous Year Question (PYQ)

**Q. With reference to 'consumers' rights/privileges under the provisions of law in India, which of the following statements is/are correct? (2012)**

1. Consumers are empowered to take samples for food testing.
2. When a consumer files a complaint in any consumer forum, no fee is required to be paid.
3. In case of death of consumer, his/her legal heir can file a complaint in the consumer forum on his/her behalf.

**Select the correct answer using the codes given below:**

- (a) 1 only
- (b) 2 and 3 only
- (c) 1 and 3 only
- (d) 1, 2 and 3

**Ans: (c)**

**Exp:**

- **Under the Food Safety and Standards Act passed by Parliament, buyers have been**

**empowered to take food samples**, get those tested and lodge complaints for prosecution of accused. Hence, statement 1 is correct.

- A consumer does not need a lawyer to file a complaint or to fight his case in the consumer court. He can file the complaint himself. A consumer is not required to pay any court fee, but just a nominal fee depending on the type of court and the claim amount. Hence, statement 2 is not correct.
- Under the consumer protection act it has been provided that **in case of death of a consumer, his legal heir or representative can file complaint in the consumer court. Hence, statement 3 is correct.** Therefore, option (c) is the correct answer.

**Source: PIB**

PDF Reference URL: <https://www.drishtias.com/printpdf/jagriti-mascot>

