



National Consumer Day 2024

[Source: PIB](#)

Recently, the [National Consumer Day](#) 2024 was celebrated on **24th December** with the theme "**Virtual Hearings & Digital Access to Consumer Justice.**"

- It is observed annually to commemorate the enactment of the [Consumer Protection Act, 1986](#).
 - The [Consumer Protection Act, 2019](#) replaced the Consumer Protection Act 1986.
- **Key Initiatives Launched:**
 - **Jago Grahak Jago App and Jagriti App:** To empower consumers to identify unfair trade practices, including '[dark patterns](#)'.
 - Dark patterns are **deceptive strategies** used by websites and apps to **manipulate users** into unintended actions. E.g., **Hidden costs, Disguised ads etc.**
 - **National Legal Metrology e-Mapp:** To simplify access to information on **consumer rights** and legal metrology services.
 - **AI-enabled NCH 2.0:** The revamped **National Consumer Helpline (NCH) portal** offers **multilingual support** and **AI chatbots** for efficient grievance resolution.
 - **Organic Food Testing Laboratory:** Inaugurated at the **National Test House in Guwahati**, this facility ensures **organic food** safety and authenticity.
- The World Consumer Rights Day is observed on **15th March**.

Read More: [Safeguarding the Rights of Consumers](#)

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