**Guideline for project**

- Conduct Survey based on questionnaire
- Awareness campaigning
- Visit to consumer court
- Poster making in groups

Based on above activities students will prepare a detailed project dissertation. Performa of dissertation is given below:

**Cover Page**
- Title of Project
- Name of submitter
- Name of Teacher
- School name and logo

**Acknowledgement**

**Content with page number**

**Introduction**
- Rise of consumer awareness
- Objectives of the Study
- Meaning of consumer awareness
- Forms of consumer Exploitations
- Factors causing exploitation of the consumers

**Rights and Duties of the Consumers**
- Rights of the Consumers
- Duties of the Consumers

**Consumer Protection Measures**
- Introduction
- Administrative Measures
- Technical Measures
- Legislative Measures

**Consumer Protection Act of 1986 and Case studies**
- Consumer Protection Act 1986
- Case Studies

**Data Base and Methodology**
- Collection of Data
- Sampling Technique used
- Statistical Tools used
- Limitations of the Study

**Analysis and Interpretation of Data**
- Socio-economic Profile of the households
- Consumer Awareness of the People

**Summary and Conclusion**

**Bibliography**

**Appendix**
Sample Questionnaire
Consumer Awareness

Personal Information

1  Name
   ____________________________________________________________
2  Education
   ____________________________________________________________
3  Occupation
   ____________________________________________________________
4  Age
   ____________________________________________________________
5  Sex(M/F)
   ____________________________________________________________
6  Residential Address
   ____________________________________________________________

7  Age (In years)                              No. of Persons

                          Male   Female   Total

   • Below 5
   • 5-14
   • 15-64
   • 65 and above

Total:

8  Level of Education

                          No. Of Persons

                          Illiterate
                          Primary
                          Secondary
                          Graduation
                          Others

                          Total

9  Monthly Income

                          ( In Rs/-)

                          Up to 25000
                          25000-50000
                          50000-75000
                          75000-100000
                          100000 and above

Product Information

10 Which brand of Product do purchase?  
   (a) Brand A   (b) Brand B
   (c) Brand C   (d) Brand D

11 Do you find the product costly?  
   Yes/No

12 Are you satisfied with the quality of the product?  
   Yes/No

13 How do you come to know about the product?  
   Yes/No
14 Are you attracted by promotional offers like rebates, free, buy one get one free?  
Yes/No
15 Do the Children influence purchase of particular product?  
Yes/No
16 If a new brand of product is launched in the market will you buy it?  
Yes/No
17 If yes, then what consideration?  
Price of the Product________ Quality of the product_______
Promotional offer________ Any Other_______

Consumer Awareness Information

18 Do you examine the expiry date of the items you buy?  
Yes/No
19 Do you check the MRP (Maximum Retail Price) before buying a product?  
Yes/No
20 Are you charged the MRP or more than/less than the MRP?  
Yes /No
21 Do you check the weight of the products mentioned on the items?  
Yes /No
22 Have you ever come across adulteration or duplication items?  
Yes /No
23 If yes to question (22), did you complain to:  
Shopkeeper /Main Supplier /Any Other
24 What was the response to your complaint?  
Satisfactory / Not Satisfactory / No Response
25 Are you aware of your rights as consumers?  
Yes /No
26 If you are not satisfied with the price/quality of the products do you realize the need for forming some consumer clubs to fight for your rights?  
Yes /No
27 Are you ready to join such forums for the redressal of your grievance?  
Yes /No
28 Are you aware of consumer courts for redressal of grievances of the consumers?  
Yes /No
29 If yes, have you ever filled a case in the consumer court?  
Yes /No
30 If yes to the question (29), was the consumer court able to redress your grievance?  
Yes /No
31 Do you think media can play an important role in increasing consumer awareness?  
Yes /No

Sign of respondent
Date

Sign of enumerator
Date