

Inauguration of Consumer Awareness Week (21st to 27th of October 2016) by Hon'ble Minister Food , Civil supplies & Consumer Affairs & Legal Metrology

A Consumer Awareness Programme has been organized by the of Legal Metrology , Jammu in the conference Hall of P.W.D. Dak Bungalow , Gandhi Nagar. Hon'ble Minister Food, Civil Supplies & Consumer Awareness & Legal Metrology J&K State **Jenab Chowdhary Zulfkar Ali** graced the occasion as Chief Guest. Many prominent citizens, representatives of various industries, Consumer activists and a large number of consumers participated in the Programme. Director Food, Civil Supplies & consumer Affairs gave the opening remarks.

Highlights of the Event:-

- On the occasion, the Hon'ble minister **Jenab Chowdhary Zulfkar Ali** enlightened the gathering about the importance of Consumer Rights and the necessity of their effective protection. He directed the concerned departments to increase their activities manifold so that the consumers may be effectively made aware of their rights. An aware consumer is a great asset to the country as the actions of an aware consumer automatically discourage the fraudulent trade practices leading to the manufacture and sale of quality goods and services in the country. He appreciated the role of Sh. Ram Vilas Paswan in opening BIS office in Jammu on his request. He also assured the people that he will effectively take up the matter of opening of BIS laboratory in Jammu with Central Ministry. He impressed upon the traders to be consumer friendly as no one is self sufficient in meeting his requirements and traders also are consumers for commodities they don't manufacture or sale. One can expect others to be honest only when one is honest himself. Traders who voluntarily adopted consumer friendly practices were highly appreciated by the minister and he decided to honour them.

Many other experts from consumer related organization spoke on the occasion:-

- A representative from BIS Sh. J.M. Khanna emphasized the need of hallmarking in Gold Jewellery and gave valuable tips to consumers for recognizing hallmarked gold Jewellery.
- Similarly, a representative of Food Safety Department **Sh. Ajit Singh** deliberated upon the activities of the Department of Food Safety in Consumer Protection.
- **Sh. D. R. Dhanish** president Consumer Protection Organisation, Jammu **and Sh. Vikram Gaur**, president Consumer Welfare Organisation, Jammu both the eminent Consumer activists of Jammu presented their own views on the Consumer rights and their effective protection.
- Many prominent personalities from business community also spoke on the occasion.