

## CHAPTER 7

### **An Analysis of Consumer Disputes Redressal in West Bengal**

#### **7.1: Introduction**

Especially after independence market system has become complex. This is not only true for India. It has gained an international character over time. Human wants for the goods and services are limited whereas the resources are scarce, and therefore economic theory has to decide how to use the scarce resources or means for obtaining the maximum satisfaction or utility for the members of the society.

No doubt every individual consumer has to decide how to get the maximum satisfaction from the purchase of goods and services with his limited resources or means. Prof. Lionel Robbins has defined in his work “The year 1932 an essay on the Nature and Significance of Economical Service” that Economics is service which studies turn all behaviour as relationship between ends and scarce means which have alternative uses what means that (1) human wants are unlimited, (2) the means to satisfy these human wants are limited, (3) the means or the resources can be put to different uses, (4) the human beings are faced with problem of choice of using these limited means to satisfy the wants in such a way that gives the maximum satisfaction.

In India, consumer exploitation had always been there and with the advance of industry, science and technology, manufacturing has become even in a developing country like India more and more sophisticated. Countless articles of various kinds are enterprise in the market, and the same articles are made by different forms is presented under different brand names and in protective disguise and exceptional qualities claim for other one of them. All possible media, poster and advertisement and propaganda newspaper, radio etc are capable to confuse the consumer. The consumer thus confused is at a loss to know for certain quality of the product he is exposed and induced to buy. The business community including the middlemen itself has quality of restoring of money violating the rules and do

the unfair trade practice by such hiring of essential commodities in black market in them charging disruptive price representation and supply of sub-standard goods. But only motive guiding the activities seems to be profit making. As an inevitable consequence of this fact the consumer is a loser, victim of exploitation at this stage. Directly and indirectly the consumer himself suffers and even is encroaching his exploitation in the sense that he is not sufficiently aware of the situation for which he is confused himself. A considerable section of the consuming public is not at all aware that it has certain legitimate resistance and that there are legislative major enactments which can resolve the Consumer Protection. This involvement is created which is contesting to the trading and detrimental to the consumers.

It is well known fact that the consumer plays a pivotal role in economy in irrespective of its stage of development. He is creator of an opportunity to perform the economic activity for the prosperity of nation. Importance of the consumers in all business activities is rightly fixed by the father of the nation Mahatma Gandhi lying due emphasis on the pivotal position the consumer occupies in the business world. Ideally the customer is King and he is nucleus round whom all business activities revolve as the planets do round the sun and Gandhiji's concept of the modern marketing world is that business must have customer oriented marketing plans and programmes with primary object of consumer satisfaction because consumers are the pillars of economic development.

It is a fact that the lot of average consumer in India is most deplorable and for ages he has remained helpless and dumb victim of those who are involved in the channels of production and distribution of goods and services and he is made to pay exorbitant prices of essential goods by unscrupulous manufacturers as well as middlemen for whom profit making seems to be the sole motive and the sovereignty of the consumer in the market is no more than a myth at least in Indian situation and he is king in name without any power and privilege and sellers do not hold himself responsible for the quality of what he sells.

This chapter discusses consumer disputes redressal in the state of West Bengal. For this purpose, we have utilized data relating to consumer disputes redressal especially cases filed and redressed during 2002-2013 supplied by the District Consumer Courts in West Bengal for 2002-2013.

As per the preamble of CPA, 1986, the Act provides better protection of the interests of consumers and for that purpose to make provision for the establishment of consumer councils and other authorities for the settlement of consumer disputes and for matters connected therewith. The words ‘better protection’ are used probably with a view that the existing laws are not adequate and fell short of protecting the interests of consumer and further to emphasize that this enactment should ensure better protection.

It is not unusual that the contesting parties may refer to the provisions of the above legislations. As redressal of consumer grievances by Consumer Forums is described as additional remedy, and the provisions of Consumer Protection Act should not be applied in derogation to any other law, the members are required to know the salient features of the above referred laws. There is good number of disputes relating to which special enactments are made invariably, the provisions of such Acts come up for discussion during trials. This necessitates the members to learn the impact of such provisions to the case on hand. Structure of Consumer Courts / For a, District Consumer Court (Grassroot Organisation), State Commission (State-Level Organisation), National Commission (National-level Organisation) has been exhibited in the following table (Table-7.1).

Table-7.1: Eligibility of Consumers to Different Consumer Courts (According to the amount of claims)

Complainants & the Amount of Claims	Name of Forum / Court
Consumers raising complaints amounting up to Rs. 20,000,00/-	District Consumer Court
Consumer raising Complaints amounting Rs above 20,000,00/- and up to one crore	State Commission
Consumers claiming an amount of Rs above one crore	National Commission

Rural Consumers in most cases pay more than the maximum retail price (MRP) for buying their daily necessities. This does happen due mainly to faulty distribution system in the rural areas and also due to asymmetric information network system. A study states that a premium of Rs. 20 to Rs. 100 is often charged on various products sold in rural area. It also does happen in case of health care and personal care products. In case of selling sanitary napkins or water the products are sold at a price larger than the maximum retail price. In rural areas, a village man very often buys a commodity, for example, a packet of

salt or turmeric, at a price higher at a range between 20 percent and 60 percent. This is known as 'pyramid penalty: the penalty becomes larger in the remote rural areas than the rural areas and similarly more in the semi-urban than the urban areas. (Villagers pay more than MRP: Consumer protection and Trade Practices Journal, Vol-19, Nov. and May, 2011 Page 66 Kumar Publication F-9, South Extension Part One New Delhi – 110049). Many reasons can be ascertained due to this price differentials. We may point some of the important reasons as follows.

1. Rural people are less aware about the actual price of a product at which it is sold in the urban or semi-urban areas. This means that there remains a huge information gap between the rural consumers and the urban consumers due to asymmetric information.
2. Due to ignorance about the quality of the product and the price a huge premium ranging between 25 percent to 100 percent is charged on several products in the rural areas. This frequently happens in manufactures.
3. In the case of healthcare and personal care products like sanitary napkins or water bottles these are sold at more than the maximum retail price. We can cite example of water bottle. A bottle of drinking water is very often sold at Rs. 10/- in urban areas. The same product may be sold in the rural areas at Rs. 15 or 20.
4. Thus, huge amount of penalty known as 'pyramid penalty' the rural consumers are made to pay for the same product(s) available in urban or township areas. The base of pyramid penalty is created due to the active presence of local monopolies, communication bottlenecks or what is called inadequate access, poor distribution, and the presence of strong traditional intermediaries in the rural areas.

The main object of the enactment of the Consumer Protection Act, 1986 is for settlement of consumer disputes and related matter and to provide speedy and simple redressal to consumer dispute three tier quasi judicial bodies are set up who have been empowered to give relief of a specific nature of cases and to award appropriate relief, compensation and redressal and also penalties for disobey and non-compliance of the orders passed by the Forum but invariably three tier quasi judicial bodies at the District, State and National level will always observe the principle of Natural Justice and in all respect a liberal

interpretation has to be given for protecting the interest of the consumers but shall not encroach the jurisdiction of the Civil Courts or other Tribunals and shall not entertain any such complaint if initially jurisdiction to entertain such a complaint is apparently not found.

Similarly true essence of public welfare legislation is the simplicity and inexpensive nature of summary procedure as provided for expeditious disposal of the consumer dispute within time bound frame and for proper implementation of and enforcement of the orders of the redressal under the Act and to monitor so that no person shall misuse the order of the Forums of all levels, three tier Quasi Judicial level are formed so that consumer's interest shall will receive due consideration at appropriate Forums.

Accordingly, as per provision of Section of the Act, 1986 at lowest level the Consumer Disputes Redressal Forum to be known as District Forum has been established consisting of President (to be qualified to be District Judge) and two members out of which one shall be Lady Member as per provision of Section 10 of the Act, 1986 and their appointment must be made by the State Government on the recommendation of a Selection Committee consisting of (1) President of State Commission (2) Secretary Law Department of the State and (3) Secretary in Charge of Department dealing with Consumer Affairs in the State.

As per provision of Section 10 of the Act, 1986, each member including members shall be in the office for a five year term or up to the age of 65 years whichever is earlier, but however, in case of members, other than President may be selected for second term of five years but in no case member other office more than two terms as because President of the District Forum is appointed from Retired District Judge after their superannuation (60 years). President's term shall always be for one five-year term or up to 65 years.

About salary and remuneration and other allowances payable and other terms and conditions of service of the District Forum shall be prescribed by the State Government and said matter is still guided by Government order and notification.

In fact, District Forum has pecuniary jurisdiction to entertain complaint in respect of relief valued up to twenty lakh only. But if it is found that complaint valuation exceeds Rupees Twenty Lakh in that case such a complaint shall only be entertained by State

Consumer Disputes Redressal Commission of a State and above one crore valuation of cases shall only be filed before National Commission.

However, any person aggrieved by an order of District Forum may prefer an appeal against such order before the State Commission within thirty days from the date of order in such form and prescribed manner and even after expiry of thirty days appeal may be entertained by the State Commission if it is satisfied that there was sufficient cause for not filing it within period what is specifically provided in Section 15 of the Act, 1986.

Similarly original complaint may also be entertained by the State Commission having jurisdiction to decide if total claim exceeds twenty lakh at present as per provision of Section 17 of the Act when jurisdiction of the State Commission has been specifically provided in that Section.

In fact, State Commission shall consist of one President who shall be appointed by the State Government from the judge of Hon'ble High Court after consultation with Chief Justice of State, High Court and other members shall be selected by the Selection Committee who selects president and members of District Forums and its members' tenure is for five years or upto the age of 67 years whichever is earlier and salary and honorarium is as prescribed by the State Government as per provision of Section 16 of the Act, 1986.

In reality as per spirit of the Act, 1986 National Commission is the highest appellate authority out of the three tier Quasi Judicial Forum and against any order of State Commission all types of revision and appeals may be filed by the aggrieved party against the order of State Commission as per conditions as provided for filing appeal in State Commission and Section 19 of the Act, 1986 National Commission is empowered to hear all sorts of appeals and revisions.

Regarding appointment of President of National Commission, the President must be the Supreme Court judge who shall be appointed by Central Government after consultation with the Chief Justice of India whereas the members shall be selected by a Selection Committee of Central Government consisting of one sitting judge of Supreme Court to be selected by the Chief Justice of India and Secretary in the Department of Legal Affairs of India and Secretary of the Department dealing with Consumer Affairs of Government of India. Every member shall hold office for five year term or up to seventy years which is

earlier and shall not be eligible for reappointment. Their salary and other allowances are payable as prescribed by the Central Government.

But most interesting factor is that original complaint can also be filed before National Commission if value of the goods or services and compensation, if any, claimed exceeds one crore which is no doubt exceptional provision U/s 21 of the C.P. Act, 1986.

However, Revision Power is limited u/s. 21 of the Act.

Most unique provision is Section 23 of C.P. Act which provides such protection for preferring appeal before Hon'ble Supreme Court against order of the National Commission, if anyone is found aggrieved by the order of the National Commission.

In this regard no doubt Hon'ble Supreme Court in its discretion grant special leave to appeal from any order of the National Commission as per Article 136 of the Constitution of India and said Article 136 vests in the Supreme Court a plenary jurisdiction in matter of entertaining and bearing appeals by granting of special leave. No doubt, drafters of C.P. Act at the time of drafting this legislation inarguably intended to include Section 23 of the Act, 1986 as an inbuilt prescription of power in terms of Article 136 for keeping vigilance over abuse of process of the Forums by the Supreme Court.

So, considering the entire matter as discussed about it can be summarized by saying that the present Act 1986 has given all protections to both parties of a complaint to go upto highest court i.e. Supreme Court for redressal even against order of highest Forum i.e. National Forum only to give justice in broad spectrum and by giving flexible censor.

It is pertinent to mention that for inclusion of Section 23 of the Act, 1986, the Supreme Court Rules 1966 was amended by the Supreme Court (First Amendment) Rules 1990 (vide Supreme Court of India Notification No. GSR dt. 03-07-1990 published in the Gazette of India Part-II Section 3(1) dated 07-07-1990 Pages. 1541 to 44) and same is inserted as order XX(F) with title Appeals u/s. 23 of the Consumer Protection Act, 1986 (68 of 1986) after order XX(E). Subsequently, Hon'ble Apex Court for proper implementation of the Act and to give redressal by the District Forums gave several directions to the Central and State Governments for setting up District Forums for redressing the grievance of the Poor Consumers in the year 1993 in case of Common Cause vs. Union of India (reported in

AIR 1993 Sc 1403) and in fact after that all the State Governments were shaken and ultimately established Forums in all districts with some permanent machineries and thereafter, in fact the spirit of the Act is being implemented and in the meantime District Forum and up to National Commission got a sound response from all quarters and thousands cases/appeals are being filed from lowest Forum to highest Forum and truth is that public at large has realized the need of the Forum and better enjoyment of result from the Forum against any such consumer dispute within shortest possibility of time by spending affordable cost and for which even many people are filing Civil nature of cases to Forum by touching the definition of deficiency of service and defects of goods etc. as because people at large are disgusted for not getting justice in time and to avoid long drawn process of Civil Courts even up to High Court and no doubt it is a general picture in the three tier Quasi Judicial Forum.

It is true that when the present Act was legislated there was no administrative control of National Commission overall State Commissions and similarly State Commissions over the District Forums but this lacuna was just pointed out by the Hon'ble Supreme Court in common cause (Supra) and order was passed in that judgment on 05-08-1991 and, thereafter, Section 24B of the Act, 1986 was inserted by Amending Act 50 of 1993 with effect from 18-06-1993 to remove the deficiency of the Act and since then the National Commission and the State Commissions have the superintendence and administrative control, over all the State Commissions and District Forums respectively to ensure that the object and purpose of the Act are best served without in any way interfering with their Quasi Judicial freedom and for which a judicial decorum is being maintained parallel to Judicial Administration which is no doubt a positive side of this Act and at the same time it is found that Hon'ble Apex Court is also keeping constant watch about any error in respect of function and work of the Forum as and when any appeal is filed before the Apex Court against the order of the National Commission and also has been passing judgment with positive observations that at all levels the complaint/appeal should be disposed of as per spirit of the Act to render proper justice and not to take any clumsy process for disposal and not only that Hon'ble Apex Court also realized that the Forums at three tier shall be able to give proper justice to the relief seekers parallel to Civil Courts without any hazard.

So, view of the Hon'ble Apex Court in many judgments has also changed the outlook of general public and also the government about social need of three tier Quasi Judicial System in India as plural justice system to redress the grievance of the consumers of all levels and for which broader outlook of the Forums at all levels are found in entertaining different types of complaints of different field to save the relief seeker to get relief within short time and affordable cost.

But even then unfortunately, because of remoteness of the locality and lack of means and also consciousness it is not possible to avail of service of the present three tier Quasi Judicial establishment by the ill-fated consumers and at the same time at lowest level most of the District Forums are deliberately adopting some non-essential process for which lengthy process in disposal of the cases is followed which is causing difficulty to the consumers at large.

At the same time it is the obligation of all the Forums to hand over the fruits of any decree to the consumer by executing it and it is needless to say that execution of order at lowest Forum is very poor for which even after getting decree consumers are being deprived to get decretal dues and effect of decree and it is no doubt a practical picture in most of the District Forums and so all the District Forums should take positive endeavour and possible steps to give the treasure of the decree to the consumers by overcoming all lethargy and facing all difficulties as faced and by working hard with devotions but not mere attending Forums regularly in time but by implementing potential part of the Act with all judicial spirit so constant watch must be kept by the Forums daily in respect of execution by taking all possible steps and action but very truth is that same is in almost all cases is absent then question is how it can be said that the object of the Act is implemented by the Forums.

Above all a vital question is often raised whether the jurisdiction of High Court under Article 226 of the Constitution of India is ousted when the legislature has created Consumer Forum a tribunal in nature with a hierarchy of appeals including an appeal to Supreme Court.

In this regard no doubt High Court has discretionary power always to issue a writ when any question of jurisdiction of Forum or Tribunal regarding proceeding filed before such Forum (Tribunal) but the High Court has discretionary jurisdiction to entertain it,

however, the High Court is not bound to entertain it always particularly when it is found that petitioner has alternative remedy which is adequate and efficacious. Merely because a question of jurisdiction arises in such cases the High Court should not feel it ordinarily imperative to admit such writ petition when question of jurisdiction can also be decided by the District Forum, State Commission, National Commission and also Supreme Court and when said hierarchy of bodies are created by the Consumer Protection Act.

In this regard Andhra, Delhi and Kerala High Court by their decisions (reported in AIR 1991(Andhra Pradesh) Page 326 AIR 1991 CPC 160 (Delhi High Court) and AIR 1994 Kerala 19 observed that in view of the exhausted provision of appeal upto Supreme Court (a complete machinery) it would not be proper to entertain writ petition in respect of any order of the Forums but any how Calcutta High Court has taken completely a separate view in Calcutta Metropolitan Development Authority vs. Union of India reported in AIR 1993 (Cal) Page – 4. In this regard Supreme Court already observed while dealing with issue of writ that issuance of writ is discretionary with the High Court, particularly when the petitioner has an alternative remedy which is adequate and efficacious. Similarly Supreme Court in the case Ravi and Shyam Company vs. State of Haryana reported in AIR 1985(SC) 1147 has observed that if the order of the Forum goes wrong and is palpably without jurisdiction and even if any appeal is pending before State Commission, a writ petition is even then tenable before High Court and for pendency of appeal before State Commission cannot be rejected if order of Forum is apparently found invalid being contrary to law. In view of the above discussion it can safely be said that there is no express provision of the Act which excludes the power of High Court to entertain writ petition.

In our view it would be proper to say that interference by the High Court should be rare exception and not rule even if they relate to jurisdiction and lastly it can safely said in all fairness that writ jurisdiction of the High Court cannot be excluded by including any amendment because said power under Article 226 and 227 cannot be excluded by any enactment and that is the final answer of the present vital question.

So, there will now be no difficulty to understand the significance of the hierarchy of the Fora and perfect constitutions neutrality under the provision of C.P. Act. On the above discussion the researcher commends for renunciation of legal complication and for more faithful implementation of the entire spirit and object of the Act, 1986 and today's

Consumer Protection Act is the reality of tomorrow but anyhow disease is same where else so diagnosis must be along with lines of disease. The key to solution is the spirit of cooperation and emphasis on peaceful co-existence of law and to maintain principle of balance of legal power for effective delivery of justice system by the machineries of the Act, 1986.

The Consumer Protection Act 1986 is regarded as magna carta in the field of Consumer Protection for checking the unfair trade practices and deficiency in goods and services. Even then the business community is well organised and have powerful organisations to secure their interests against the unorganised and mostly illiterate and poor consumers in India. Thus the worst sufferers are the consumers. Publicity in the television, newspapers and magazines have made it difficult for the consumers to choose the best available goods in the market but sub-standard, mis-branded and adulterated goods in the market are being sold by unscrupulous traders to make easy money by misleading advertisement regarding goods and for better protection of consumers. Special legislation was needed but even then sole aim of the traders and businessmen is to earn wealth by fair or foul means even at the cost of health and life of the consumers.

Before enactment of the Consumer Protection Act 1986, no fruitful result could be achieved in the field of Consumer Protection though there were several legislations such as Sale of Goods Act 1930, Trade and Merchandise Act 1958, the Monopolies and Restrictive Trade Practices Act, 1973, the Drugs and Cosmetics Act 1955, Prevention of Food and Adulteration Act 1954, Standard Weights and Maintenance Act 1976, Motor Vehicles Act 1988, and Indian Contract Act 1872 etc.

So the present legislation is a milestone in history of socio economic legislation and for public benefit. But even then instances are not uncommon when the businessmen/merchants are violating a contract and supplies of goods and services are binding a dominant portion which is evident from a simple example – If anyone goes to laundry for clearing any clothing article, the laundry will give him receipt stating that their liability is restricted to give relief two times or three times over the charge of clearing charge as taken by the laundry owner for service for any damage of cloth but such a clause even if printed will not be enforced to any Court of law as it is perceived as an unfair trade practice but truth is that almost all Courts accept such receipt as contract in between the parties but as per

Indian Contract Act however legal position is that such a clause is brought about by the abuse of dominant marketing position of the seller.

Although honesty, integrity and trust are three pillars on which the sound systems of trade and commerce should rest. Yet now-a-days honesty, integrity, truthfulness and trust are lacking to a great extent in business and trade. India is passing a serious challenge to the rule of Law and obligations of the society to adopt and inculcate moral values and no doubt it is due to dominating position acquired by the traders and suppliers of the goods and services who dictate their terms to the consumers having their sole aim to earn profit by adopting unfair means.

Now-a-days consumers are also exploited by public enterprises running most important essential services like television, telephone, water supply, electricity, mobile, laptop, computer etc. where poor ignorant consumers are found mere mute spectators against monopolistic attitudes of those establishments.

So, the need of the hour is knowledgeable consumer and consumer movement is willing to espouse cause aggressively against manufacturers and other service providers when the legal system provides the protection on papers if consumers suffer injustice silently even after judgment of the Forum, and for not getting result of the judgment, the best of legal right can easily be trembled upon but it is while truth that Forums do not take proper enforcement mechanisation rather lend to take as much as time as the Civil Courts by adopting some procedure and in fact a tendency is not to impose cost and to implement order by taking punitive measures has been vanished, but the spirit of the Act to provide expeditious justice has been evaporated though retired judges are appointed at Forum in all the districts.

Supreme Court in several judgments repeatedly directed the Fora to give expeditious justice as per spirit of the Act 1986 but the letter and the spirit of the proceedings have not changed the situation. But as per spirit of the Act 1986 all Forums Presidents particularly should take a leading role for judicial enforcement of the Consumer Law in defense of the consumer right otherwise if present trend of the Forums is being continued in that case it can safely be said that the whole object of the forums shall be frustrated in the hands of the forums and already the Supreme Court observed that competent persons must be appointed

in all levels for avoiding delay in disposal of the case and implementation of the order, so that consumers are not frustrated and defeated for failure of the Forum (reported the Judgment passed in Dr. J.J. Marchant & Ors –Vs – Srinath Chaturvedi by Hon'ble Justice M.B. Shah, B.B. Prasad and H.K. Sema, J.J. in Civil Appeal No.7975/2001 (CTJ 2002)> Page-757> 2002 (5) Supreme 337). However, in reality general picture of the Forum has been creating frustration in the mind of consumer and consumer society and in the above situation no doubt some strong steps should be taken by the Consumer Affairs Department along with Commission to revamp the situation immediately before any erosion. But truth is that the consumer is reasonably protected under law but service provider Forums are not behind the consumers for giving best legal protection as per spirit of law and several precedent of Supreme Court has not percolated down to the Forum so consumers are facing genuine crisis for getting justice delivery system.

In the present scenario Consumer Protection is a vital concern locally and the protection of consumers cannot be effective, unless law making and its enforcement comes hand in hand and this can be achieved only of effective, efficient and systematic implementation is followed with this sense of responsibility and commitment.

Thus we can say that the thrust of consumer can only be supplemented by the active involvement of the Forum at district level for bringing a better and brighter tomorrow of the consumers by enhancing accountability and responsibility of the Fora and by taking appropriate arrangement and step for execution of the order passed by the Forum of the district or state.

No doubt after independence Essential Commodities Act 1955, the Prevention of Food Adulteration Act 1954 and Standard of Weights and Measures Act 1976 and some other enactments were enacted and benefits of those acts in that they do not regime the consumer to prove measure and there has been an attempt to look at Consumer Protection as a public interest issue rather than a Private issue to be left to individuals for settlement.

Though there is another law of Tort which is not ideal remedy as it imposes heavy responsibility on the consumer to prove each of its required elements.

In the above situation orthodox legal requirements forced the Parliament to draft the specific legislation with intention to provide justice which is also formal, less paper work,

less delay and expense ensuring easy access to justice giving a new dimension to rights that have been recognised and protected since the ancient period and with specific objectives Consumer Protection Act 1986 was passed as revolutionary enactment in the Indian legal system and immediately CPA has been recognised as poor consumer's legislation for its popular acceptance by the poor consumers also for liberalisation of strict traditional rule of standing and empowering consumer to lodge complaint individually without any lawyer also and at the same time novelty of the act is the inclusion of both goods and services within its ambit and introduction of easy methods of access to justice.

Ultimately Consumer Protection Act 1986 has brought a legal revolution to India as a result of its cost effective mechanism and popular support and new phase on the existing Indian legal structure with its heritage of legal foundation posing a great legal challenge to the traditional Courts which deals litigation with orthodox view. In the following section we will discuss in detail the consumer disputes redressal in the district consumer courts in West Bengal during 2002-2013.

## **7.2: Consumer Disputes Redressal-Cases Filed and Disposed During 2002-2013**

In this section we will analyse data relating to consumer disputes redressal in West Bengal. For this purpose, we will utilize data on consumer disputes (cases filed and disposed) data collected from twenty one district consumer courts. The courts are located mostly in the district headquarters of 24 Parganas (North), 24 Parganas (South), Murshidabad, Bankura, Hoogly, Howrah, Paschim Medinipur, Purulia, Burdwan, Birbhum, Jalpaiguri, Circuit Bench Alipurduar, Cooch Behar, Malda, Darjeeling, Dakshin Dinajpur, Siliguri, Uttar Dinajpur, Kolkata Unit-II, Kolkata Unit-I, and Nadia. The period we have covered is from 2002 to 2013.

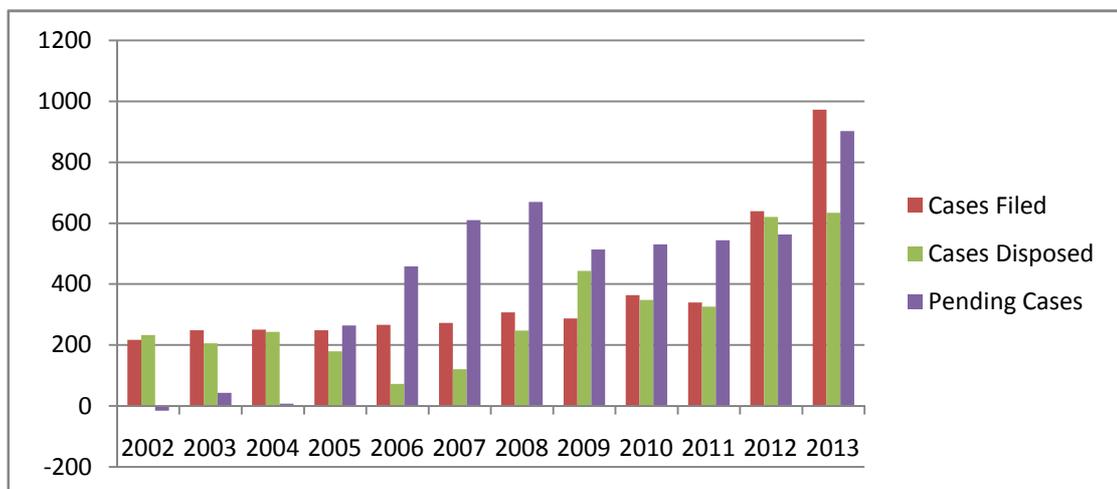
Table-7.2 represented below shows a detailed description of cases (cases filed and disposed) in the district of 34 Parganas (North). The period considered was during 2002-2013. Data show that maximum cases filed and disposed was the highest in 2013. Cases filed were the lowest in years 2003 and 2005 (249 and 249 respectively). Cases disposed were the lowest in the year 2006 when it was only 72. Pending cases were highest in the year 2013 and the total number was 902. The pending cases have been calculated on the

basis of a formula. The formula is as follows: Pending Cases = (Previous Year's Pending Cases + This Year's Filed Cases) – Cases Disposed This Year). It was negative in the year 2003 and the negative value was -16 in the year 2002.

**Table-7.2: District Consumer Court: 24 PARGANAS (NORTH)  
Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	217 (FROM APRIL TO DECEMBER)	233 (FROM APRIL TO DECEMBER)	-16
2003	249	206	43
2004	251	243	8
2005	249	179	264
2006	266	72	458
2007	273	121	610
2008	307	247	670
2009	287	443	514
2010	364	348	530
2011	340	326	544
2012	639	620	563
2013	973	634	902

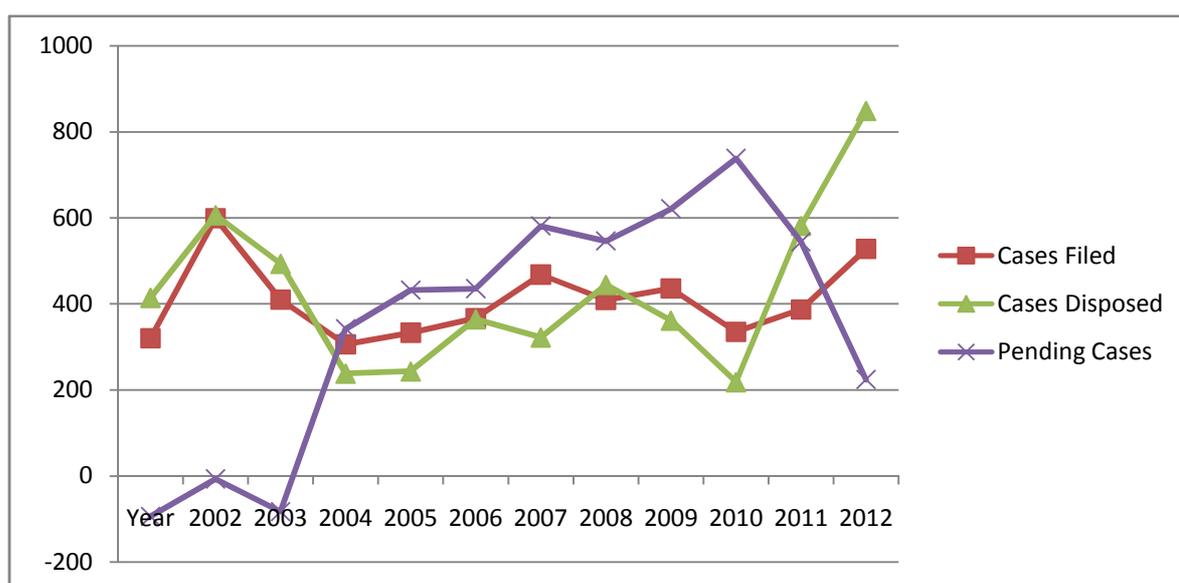
**Fig-7.1: No. of Cases Filed, Disposed and Pending of the 24-PARGANAS (NORTH)  
Consumer Court During 2002-2013**



**Table-7.3: District Consumer Court: 24 PARGANAS (SOUTH)  
Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	320 (FROM APRIL TO DECEMBER)	414 (FROM APRIL TO DECEMBER)	-94
2003	599	606	-7
2004	410	493	-83
2005	306	238	342
2006	333	243	432
2007	367	364	435
2008	468	322	581
2009	409	444	546
2010	436	361	621
2011	335	218	738
2012	387	581	544
2013	528	848	224

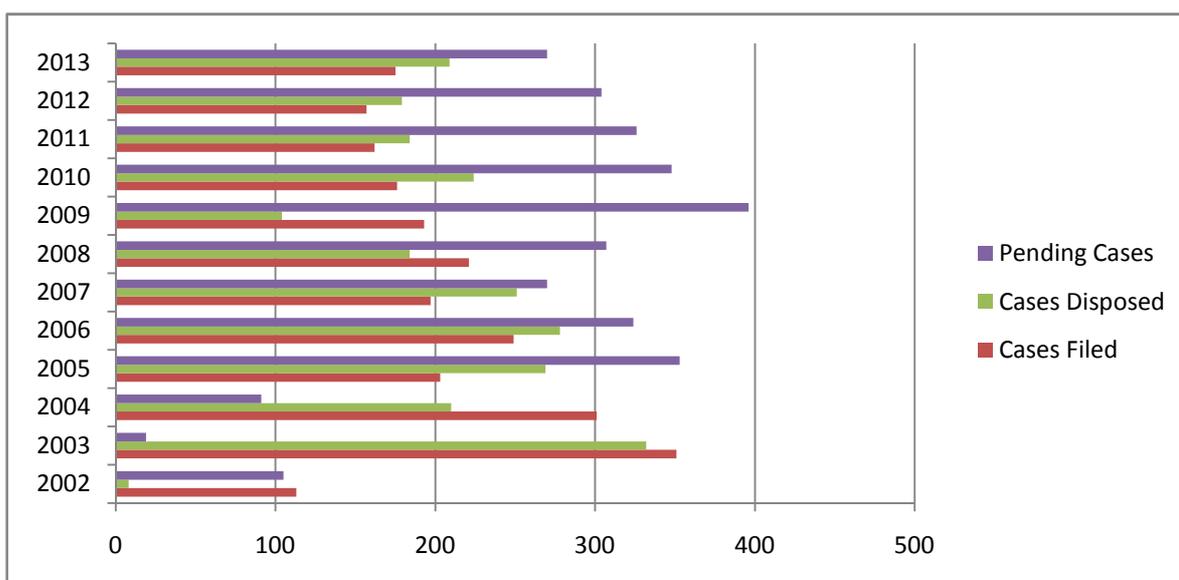
**Fig-7.2: No. of Cases Filed, Disposed and Pending of the 24-PARGANAS (SOUTH)  
Consumer Court During 2002-2013**



**Table-7.4: District Consumer Court: MURSHIDABAD**  
**Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	113 (FROM APRIL TO DECEMBER)	8 (FROM APRIL TO DECEMBER)	105
2003	351	332	19
2004	301	210	91
2005	203	269	353
2006	249	278	324
2007	197	251	270
2008	221	184	307
2009	193	104	396
2010	176	224	348
2011	162	184	326
2012	157	179	304
2013	175	209	270

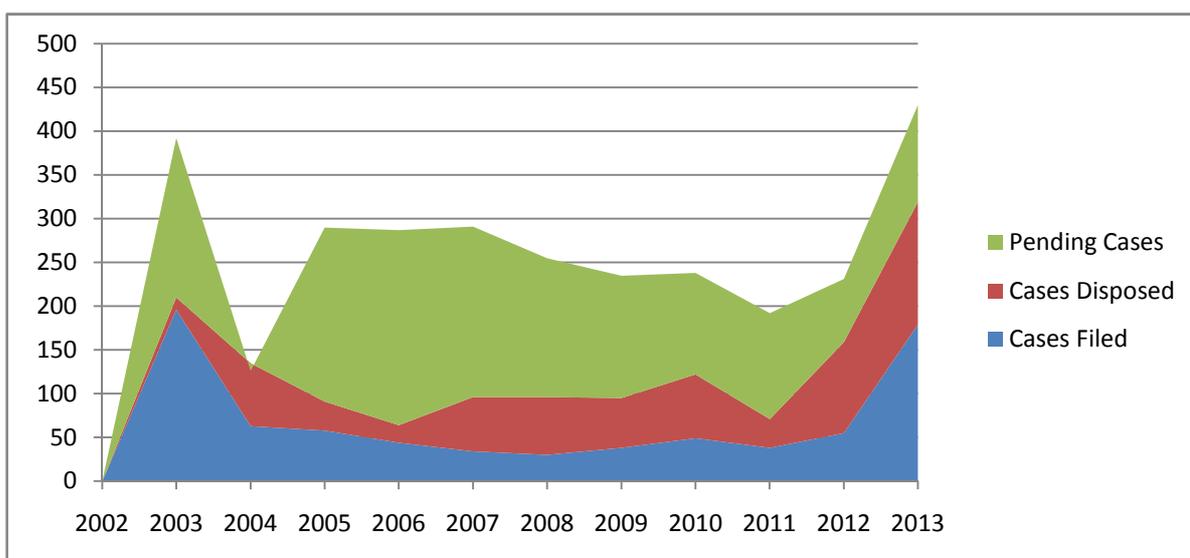
**Fig-7.3: No. of Cases Filed, Disposed and Pending of MURSHIDABAD**  
**Consumer Court During 2002-2013**



**Table-7.5: District Consumer Court: BANKURA**  
**Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	0 (FROM APRIL TO DECEMBER)	0 (FROM APRIL TO DECEMBER)	0
2003	196	14	182
2004	63	72	-9
2005	58	33	199
2006	44	20	223
2007	34	62	195
2008	30	66	159
2009	38	57	140
2010	49	73	116
2011	38	33	121
2012	55	104	72
2013	179	140	111

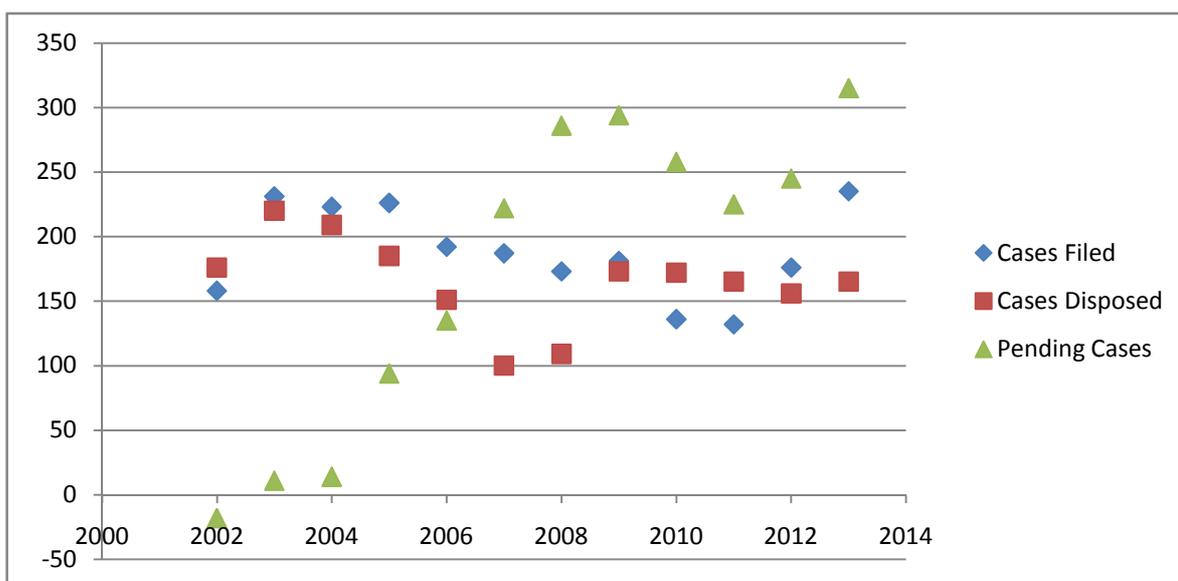
**Fig-7.4: No. of Cases Filed, Disposed and Pending of BANKURA**  
**Consumer Court During 2002-2013**



**Table-7.6: District Consumer Court: HOOGLY**  
**Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	158 (FROM APRIL TO DECEMBER)	176 (FROM APRIL TO DECEMBER)	-18
2003	231	220	11
2004	223	209	14
2005	226	185	94
2006	192	151	135
2007	187	100	222
2008	173	109	286
2009	181	173	294
2010	136	172	258
2011	132	165	225
2012	176	156	245
2013	235	165	315

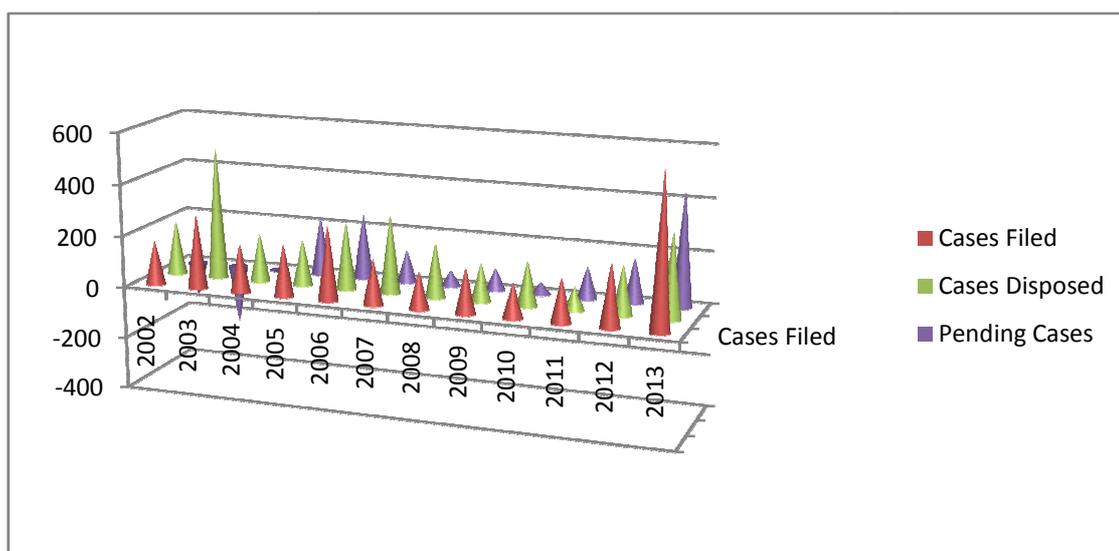
**Fig-7.5: No. of Cases Filed, Disposed and Pending of HOOGLY**  
**Consumer Court During 2002-2013**



**Table-7.7: District Consumer Court: HOWRAH**  
**Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	169 (FROM APRIL TO DECEMBER)	203 (FROM APRIL TO DECEMBER)	-134
2003	282	508	-226
2004	184	185	-1
2005	199	174	222
2006	284	256	250
2007	174	300	124
2008	142	207	59
2009	171	146	84
2010	133	171	46
2011	166	91	121
2012	236	188	169
2013	586	323	432

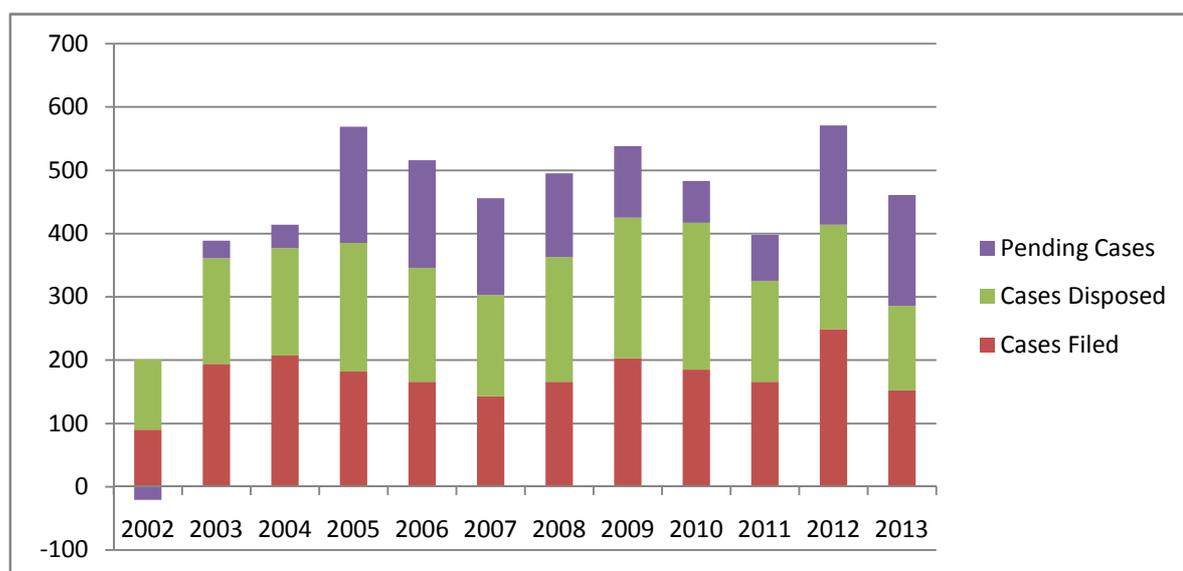
**Fig-7.6: No. of Cases Filed, Disposed and Pending of HOWRAH**  
**Consumer Court During 2002-2013**



**Table-7.8: District Consumer Court: PASCHIM MEDINIPUR  
Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	90 (FROM APRIL TO DECEMBER)	111 (FROM APRIL TO DECEMBER)	-21
2003	194	167	28
2004	207	170	37
2005	182	203	184
2006	166	180	170
2007	143	160	153
2008	166	197	132
2009	203	222	113
2010	185	232	66
2011	166	159	73
2012	249	165	157
2013	152	134	175

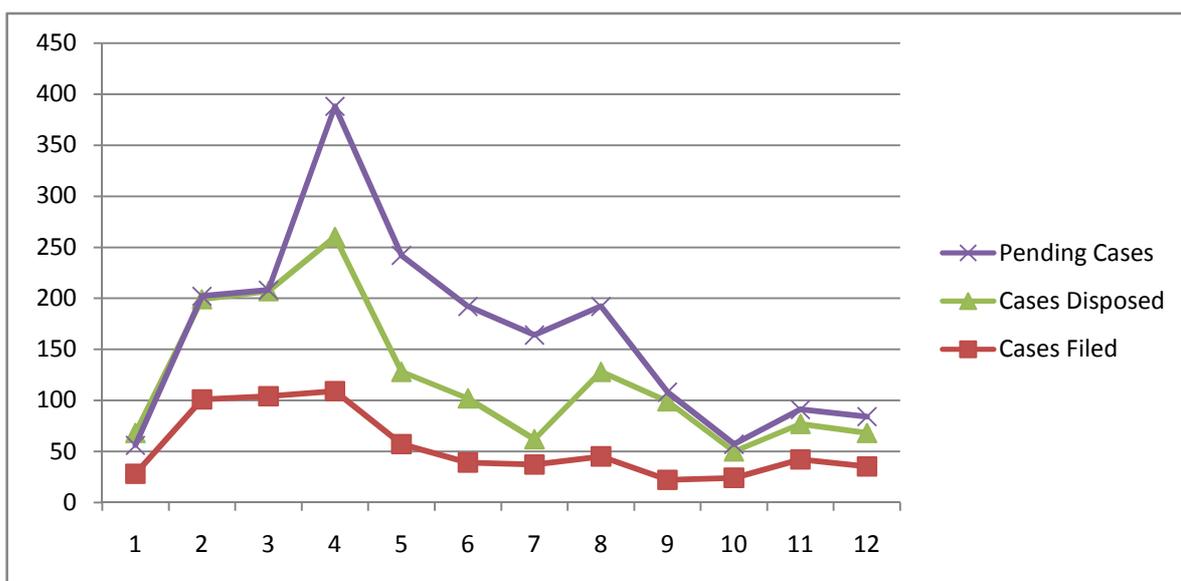
**Fig-7.7: No. of Cases Filed, Disposed and Pending of PASCHIM MEDINIPUR  
Consumer Court During 2002-2013**



**Table-7.9: District Consumer Court: PURULIA**  
**Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	28 (FROM APRIL TO DECEMBER)	40 (FROM APRIL TO DECEMBER)	-12
2003	101	98	3
2004	104	103	1
2005	109	151	128
2006	57	71	114
2007	39	63	90
2008	37	25	102
2009	45	83	64
2010	22	77	9
2011	24	26	7
2012	42	35	14
2013	35	33	16

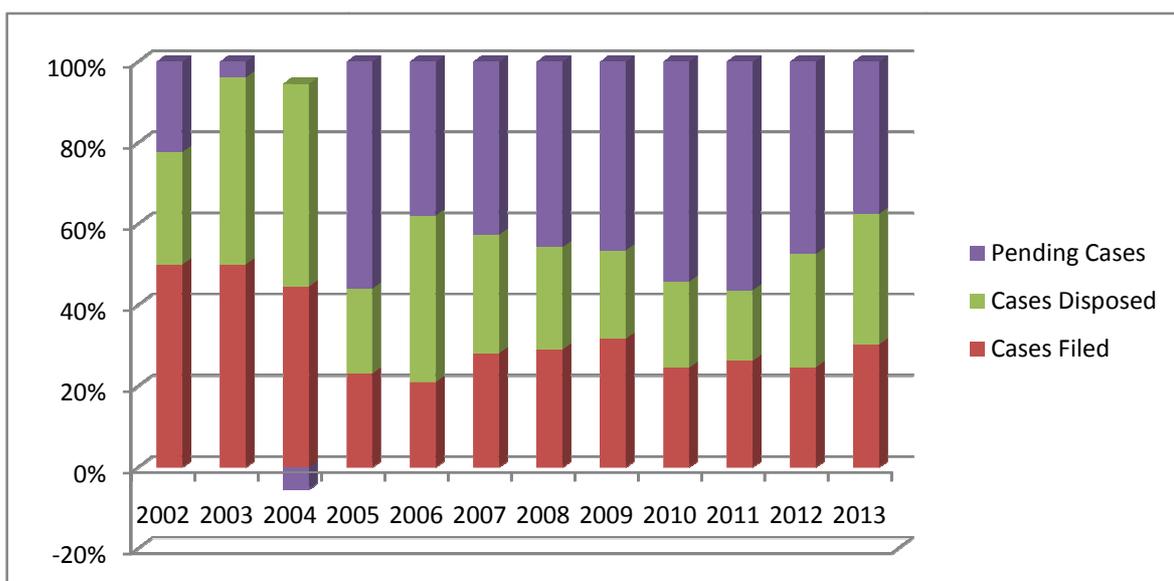
**Fig-7.8: No. of Cases Filed, Disposed and Pending of PURULIA**  
**Consumer Court During 2002-2013**



**Table-7.10: District Consumer Court: BURDWAN**  
**Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	444 (FROM APRIL TO DECEMBER)	246 (FROM APRIL TO DECEMBER)	198
2003	408	376	32
2004	172	193	-21
2005	178	161	431
2006	157	305	283
2007	182	189	276
2008	191	166	301
2009	260	179	382
2010	184	159	407
2011	225	149	483
2012	235	266	452
2013	348	369	431

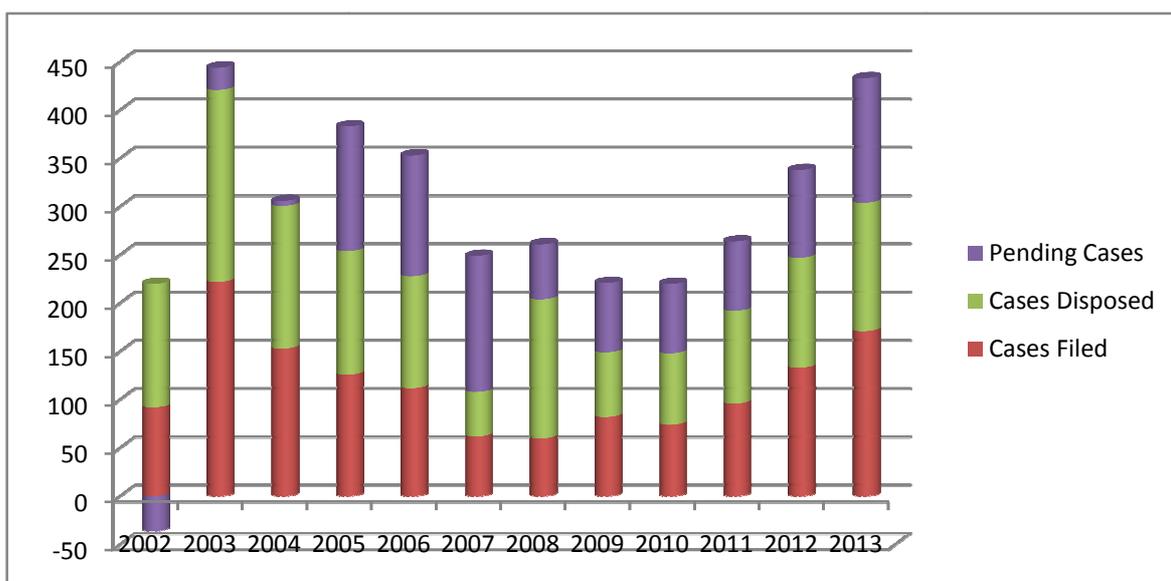
**Fig-7.9: No. of Cases Filed, Disposed and Pending of BURDWAN  
Consumer Court During 2002-2013**



**Table-7.11: District Consumer Court: BIRBHUM**  
**Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	92 (FROM APRIL TO DECEMBER)	128 (FROM APRIL TO DECEMBER)	-36
2003	222	199	23
2004	153	148	5
2005	126	128	129
2006	112	116	125
2007	62	46	141
2008	60	144	57
2009	82	67	72
2010	74	74	72
2011	96	96	72
2012	133	114	91
2013	171	133	129

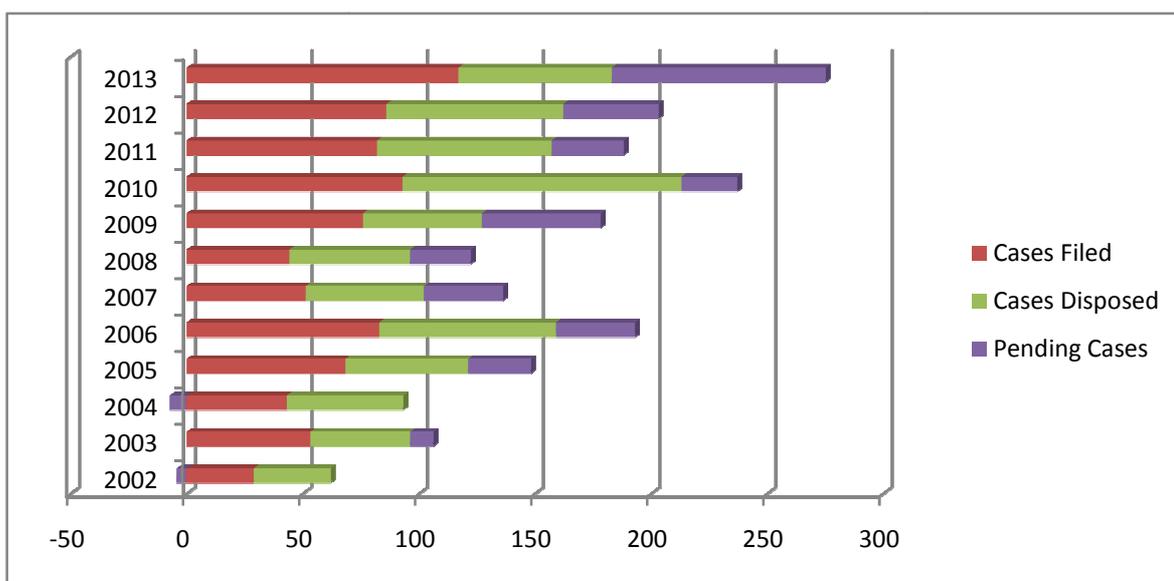
**Fig-7.10: No. of Cases Filed, Disposed and Pending of BIRBHUM**  
**Consumer Court During 2002-2013**



**Table-7.12: District Consumer Court: JALPAIGURI**  
**Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	29 (FROM APRIL TO DECEMBER)	33 (FROM APRIL TO DECEMBER)	-4
2003	53	43	10
2004	43	50	-7
2005	68	53	27
2006	83	76	34
2007	51	51	34
2008	44	52	26
2009	76	51	51
2010	93	120	24
2011	82	75	31
2012	86	76	41
2013	117	66	92

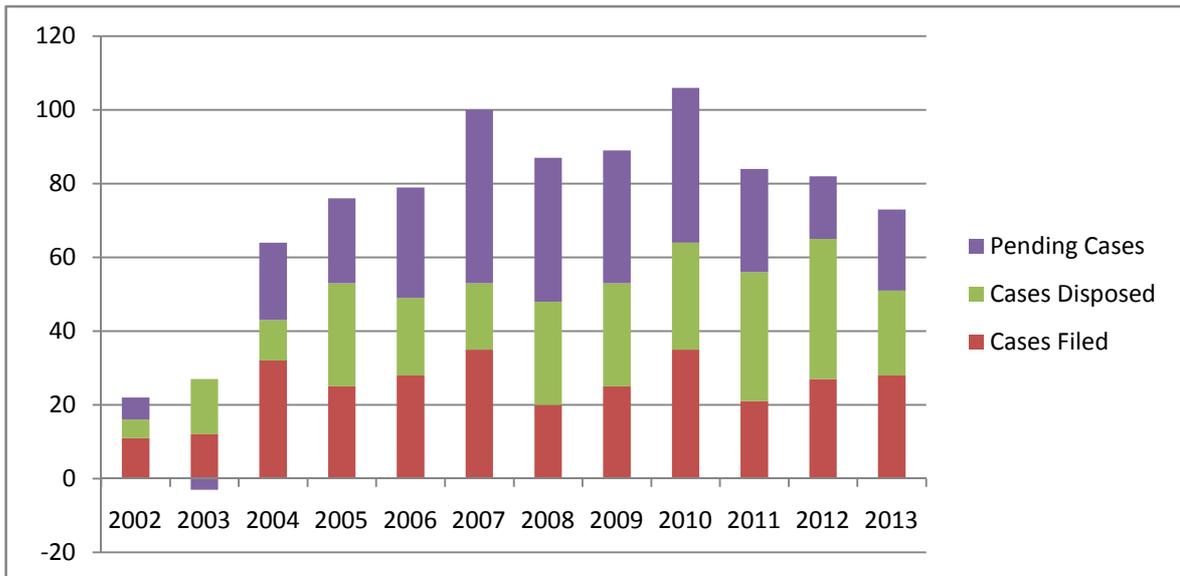
**Fig-7.11: No. of Cases Filed, Disposed and Pending of JALPAIGURI**  
**Consumer Court During 2002-2013**



**Table-7.13: District Consumer Court: CIRCUIT BENCH ALIPURDUAR  
Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	11 (FROM APRIL TO DECEMBER)	5 (FROM APRIL TO DECEMBER)	6
2003	12	15	-3
2004	32	11	21
2005	25	28	23
2006	28	21	30
2007	35	18	47
2008	20	28	39
2009	25	28	36
2010	35	29	42
2011	21	35	28
2012	27	38	17
2013	28	23	22

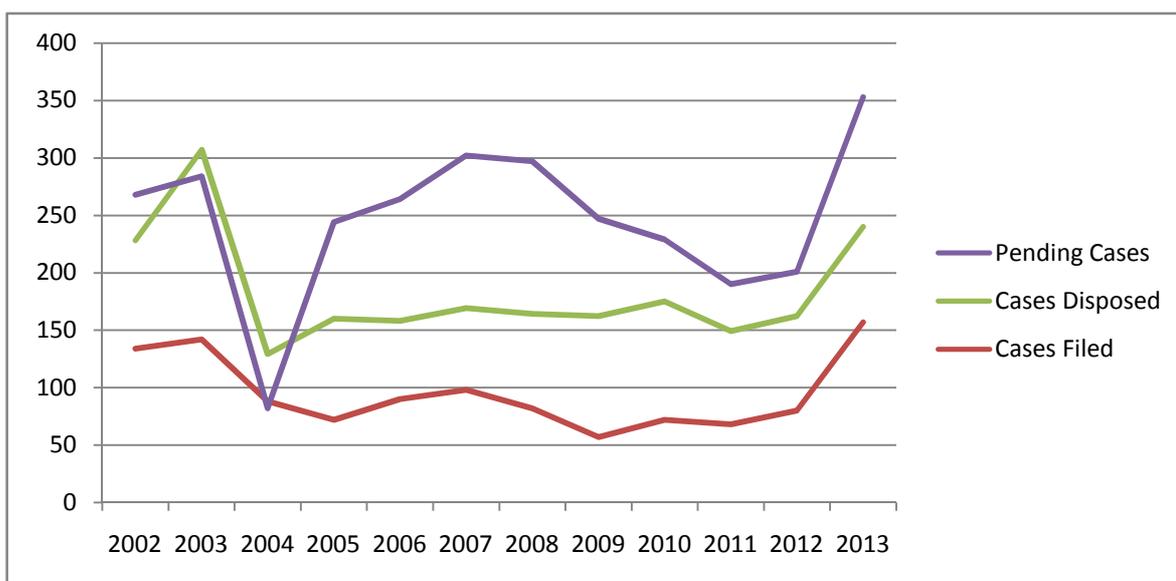
**Fig-7.12: No. of Cases Filed, Disposed and Pending of CIRCUIT BENCH  
ALIPURDUAR Consumer Court During 2002-2013**



**Table-7.14: District Consumer Court: COOCHBEHAR**  
**Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	134 (FROM APRIL TO DECEMBER)	94 (FROM APRIL TO DECEMBER)	40
2003	142	165	-23
2004	88	41	-47
2005	72	88	84
2006	90	68	106
2007	98	71	133
2008	82	82	133
2009	57	105	85
2010	72	103	54
2011	68	81	41
2012	80	82	39
2013	157	83	113

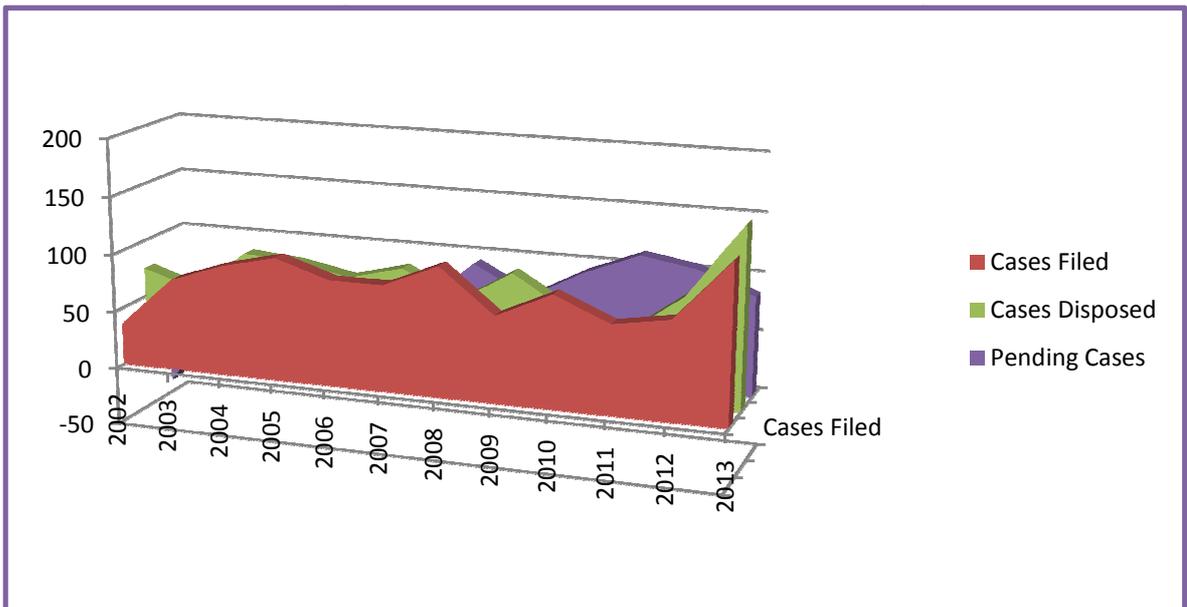
**Fig-7.13: No. of Cases Filed, Disposed and Pending of COOCH BEHAR**  
**Consumer Court During 2002-2013**



**Table-7.15: District Consumer Court: MALDA**  
**Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	36 (FROM APRIL TO DECEMBER)	75 (FROM APRIL TO DECEMBER)	-39
2003	79	60	19
2004	95	96	-1
2005	106	92	49
2006	91	83	57
2007	91	95	53
2008	111	71	93
2009	74	99	68
2010	96	71	93
2011	76	57	112
2012	84	92	104
2013	136	155	85

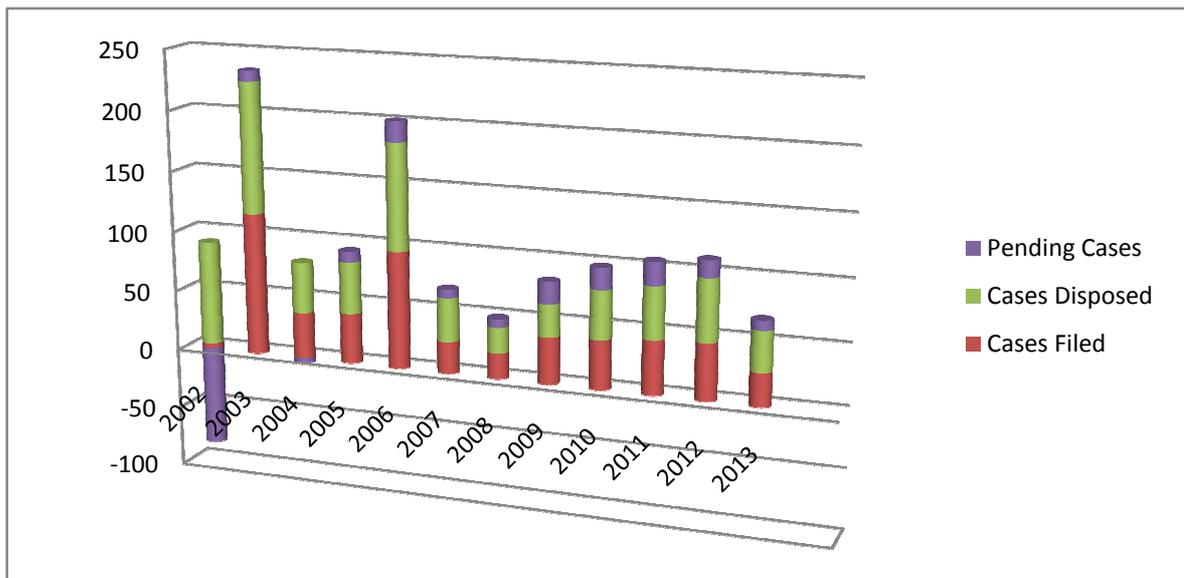
**Fig-7.14: No. of Cases Filed, Disposed and Pending of MALDA  
Consumer Court During 2002-2013**



**Table-7.16: District Consumer Court: DARJEELING**  
**Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	4 (FROM APRIL TO DECEMBER)	86 (FROM APRIL TO DECEMBER)	-82
2003	117	108	9
2004	38	42	-4
2005	41	43	9
2006	96	88	17
2007	26	36	7
2008	21	21	7
2009	38	27	18
2010	40	40	18
2011	44	43	19
2012	46	51	14
2013	27	33	8

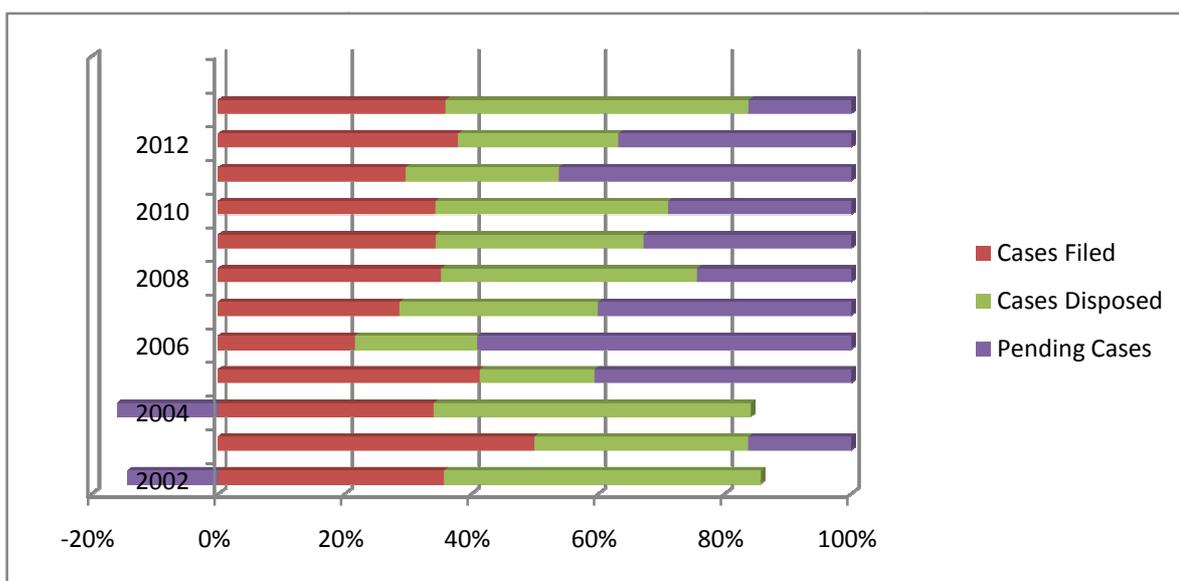
**Fig-7.15: No. of Cases Filed, Disposed and Pending of DARJEELING**  
**Consumer Court During 2002-2013**



**Table-7.17: District Consumer Court: DAKSHIN DINAJPUR**  
**Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	5 (FROM APRIL TO DECEMBER)	7 (FROM APRIL TO DECEMBER)	-2
2003	86	58	28
2004	15	22	-7
2005	48	21	47
2006	18	16	49
2007	33	36	46
2008	55	63	38
2009	42	40	40
2010	44	47	37
2011	27	22	42
2012	66	44	64
2013	82	109	37

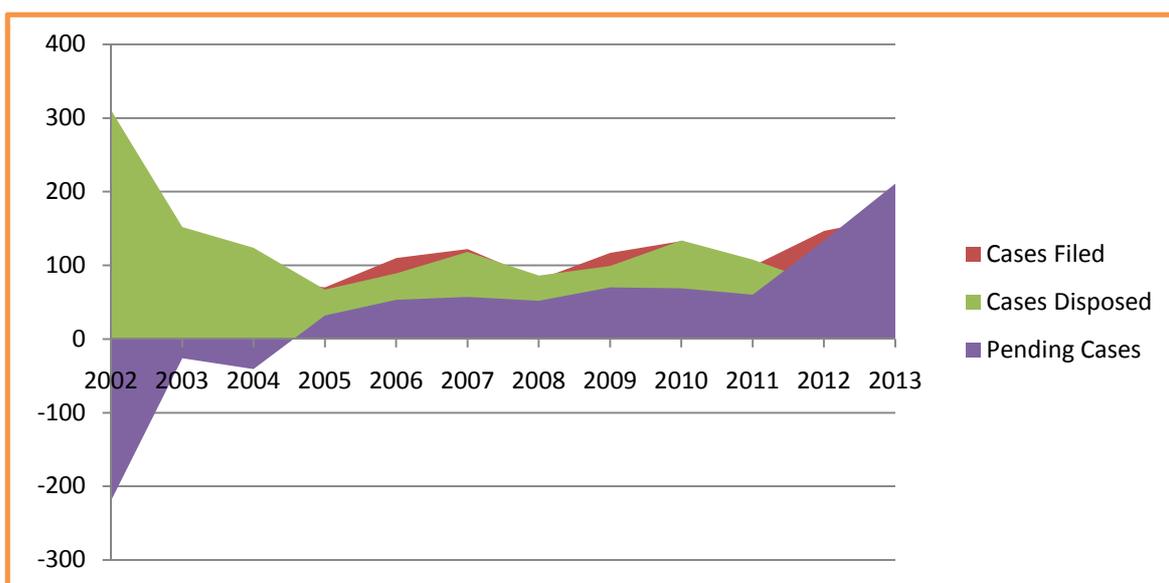
**Fig-7.16: No. of Cases Filed, Disposed and Pending of DAKSHIN DINAJPUR**  
**Consumer Court During 2002-2013**



**Table-7.18: District Consumer Court: SILIGURI**  
**Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	91 (FROM APRIL TO DECEMBER)	311 (FROM APRIL TO DECEMBER)	-220
2003	126	152	-26
2004	83	124	-41
2005	70	67	32
2006	110	89	53
2007	122	118	57
2008	81	86	52
2009	117	99	70
2010	133	134	69
2011	99	108	60
2012	147	73	134
2013	166	89	211

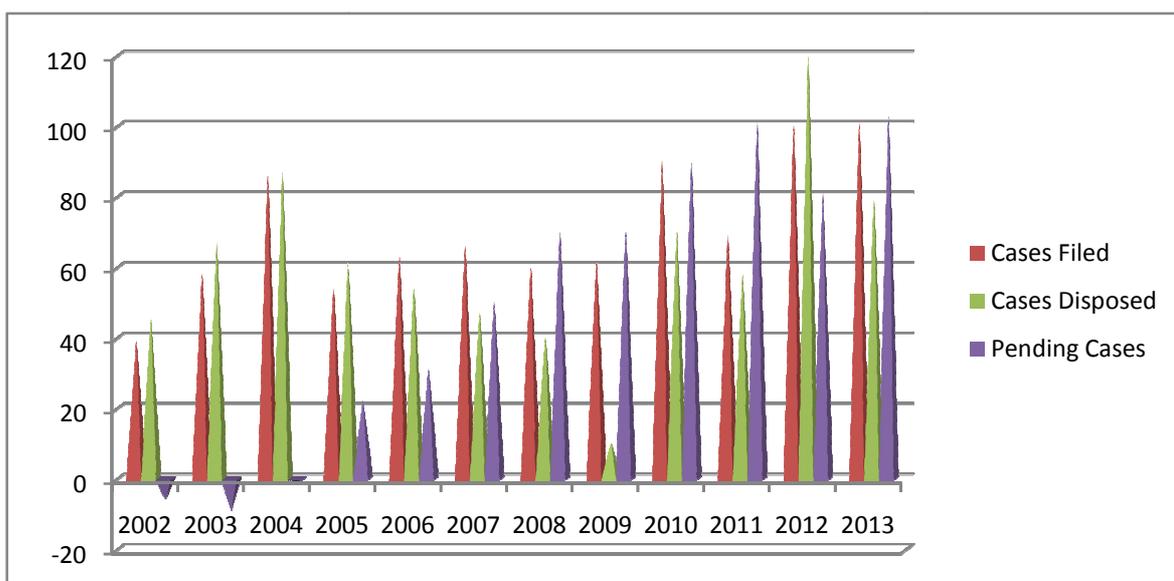
**Fig-7.17: No. of Cases Filed, Disposed and Pending of SILIGURI**  
**Consumer Court During 2002-2013**



**Table-7.19: District Consumer Court: UTTAR DINAJPUR  
Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	39 (FROM APRIL TO DECEMBER)	45 (FROM APRIL TO DECEMBER)	-6
2003	58	67	-9
2004	86	87	-1
2005	54	61	22
2006	63	54	31
2007	66	47	50
2008	60	40	70
2009	62	10	70
2010	90	70	90
2011	69	58	101
2012	100	120	81
2013	101	79	103

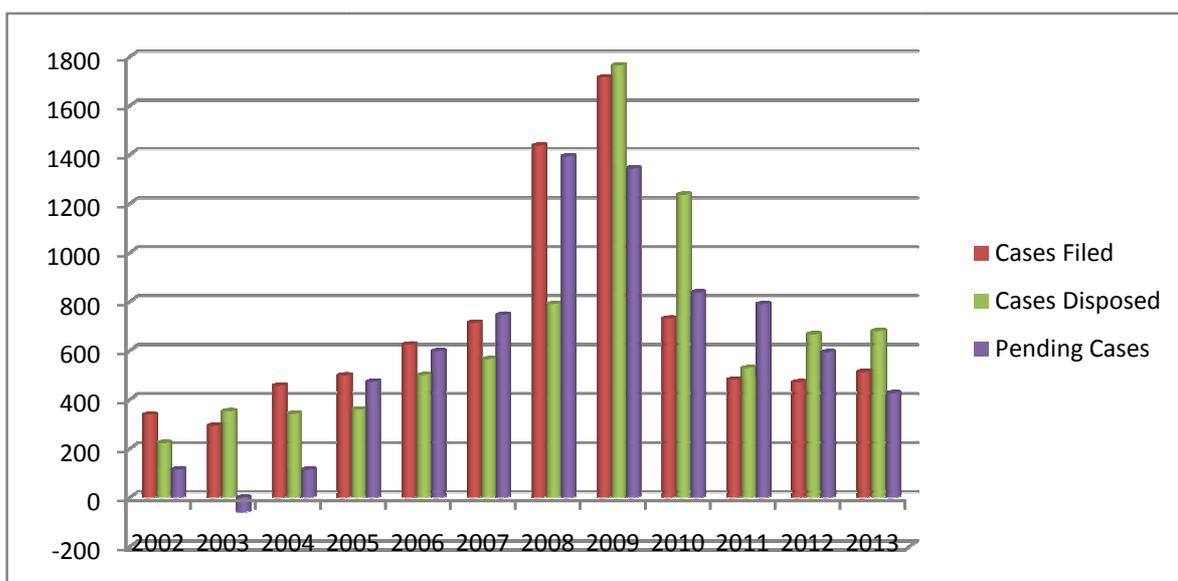
**Fig-7.18: No. of Cases Filed, Disposed and Pending of UTTAR DINAJPUR  
Consumer Court During 2002-2013**



**Table-7.20: District Consumer Court: KOLKATA, UNIT-II**  
**Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	338 (FROM APRIL TO DECEMBER)	223 (FROM APRIL TO DECEMBER)	115
2003	293	352	-59
2004	456	342	114
2005	499	359	473
2006	625	500	598
2007	713	565	746
2008	1437	790	1393
2009	1715	1764	1344
2010	731	1237	838
2011	481	529	790
2012	471	667	594
2013	513	680	427

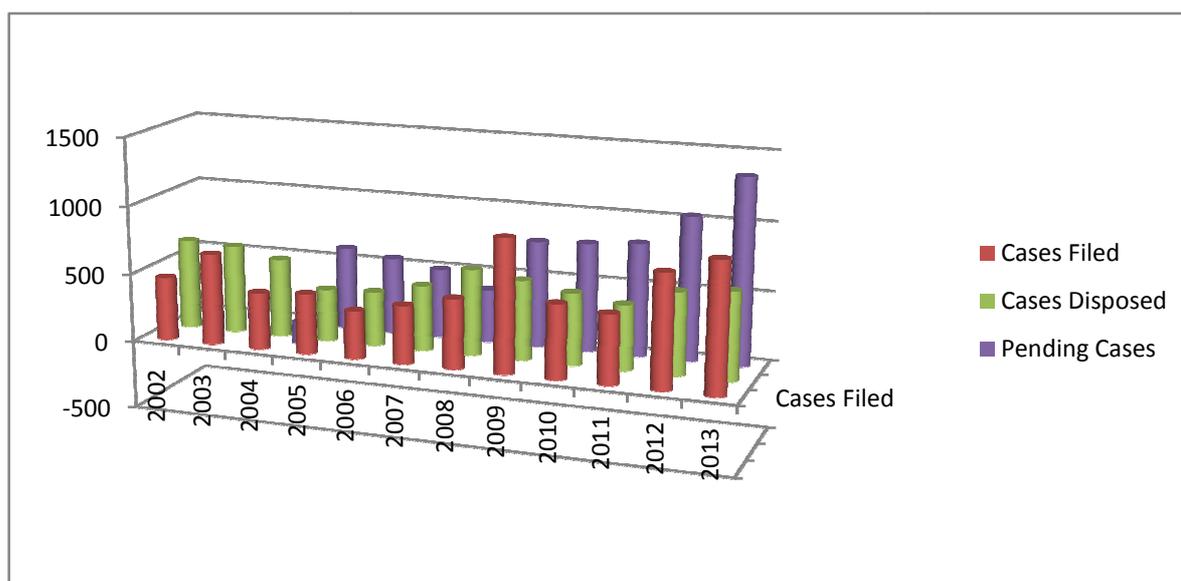
**Fig-7.19: No. of Cases Filed, Disposed and Pending of KOLKATA, UNIT-II**  
**Consumer Court During 2002-2013**



**Table-7.21: District Consumer Court: KOLKATA, UNIT-I**  
**Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	459 (FROM APRIL TO DECEMBER)	653 (FROM APRIL TO DECEMBER)	-194
2003	662	639	23
2004	410	571	-161
2005	435	378	602
2006	345	392	555
2007	419	471	503
2008	501	621	383
2009	963	575	771
2010	534	518	787
2011	498	468	817
2012	817	594	1040
2013	935	631	1344

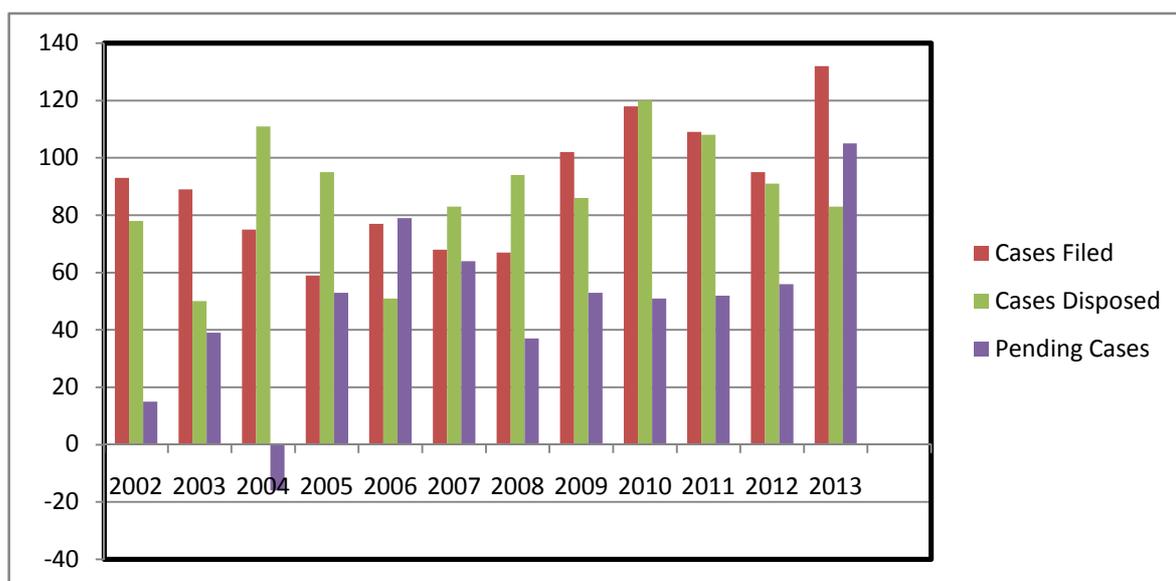
**Fig-7.20: No. of Cases Filed, Disposed and Pending of KOLKATA, UNIT-I**  
**Consumer Court During 2002-2013**



**Table-7.22: District Consumer Court: NADIA  
Cases Filed and Disposed During 2002-2013**

Year	Cases Filed (Number)	Cases Disposed (Number)	Pending Cases
2002	93 (FROM APRIL TO DECEMBER)	78 (FROM APRIL TO DECEMBER)	15
2003	89	50	39
2004	75	111	-16
2005	59	95	53
2006	77	51	79
2007	68	83	64
2008	67	94	37
2009	102	86	53
2010	118	120	51
2011	109	108	52
2012	95	91	56
2013	132	83	105

**Fig-7.21: No. of Cases Filed, Disposed and Pending of NADIA  
Consumer Court During 2002-2013**



**Table-7.23: Inter- District Statistical Analysis of  
Cases Filed During 2002-2013**

<b>Name of the District Consumer Court</b>	<b>Mean Value</b>	<b>Standard Deviation</b>	<b>Coefficient of Variation (Per cent)</b>	<b>Rank of C.V (Ascending Order)</b>
24 PARGANAS (NORTH)	367.92	220.49	59.93	<b>XVI</b>
24 PARGANAS (SOUTH)	408.17	88.67	21.72	<b>III</b>
MURSHIDABAD	208.18	65.49	31.45	<b>IX</b>
BANKURA	65.33	59.48	91.04	<b>XXI</b>
HOOGLY	187.50	35.55	18.96	<b>II</b>
HOWRAH	227.17	35.56	15.67	<b>I</b>
PASCHIM MEDINIPUR	175.25	39.09	22.31	<b>IV</b>
PURULIA	53.58	32.25	60.02	<b>XVII</b>
BURDWAN	248.67	97.94	39.38	<b>XII</b>
BIRBHUM	115.25	48.59	42.16	<b>XIV</b>
JALPAIGURI	68.75	25.34	36.87	<b>XII</b>
CIRCUIT BENCH ALIPURDUAR	24.92	7.85	31.50	<b>X</b>
COOCHBEHAR	95.00	32.03	34.00	<b>XI</b>
MALDA	89.58	24.12	26.92	<b>VII</b>
DARJEELING	44.86	31.44	70.08	<b>XX</b>
DAKSHIN DINAJPUR	43.41	25.72	59.24	<b>XV</b>
SILIGURI	112.08	28.73	25.63	<b>VI</b>
UTTAR DINAJPUR	70.67	19.31	27.32	<b>VIII</b>
KOLKATA, UNIT-I	581.50	221.43	38.08	<b>XI</b>
KOLKATA, UNIT-II	689.33	438.05	63.54	<b>XVIII</b>
NADIA	90.33	22.26	24.64	<b>V</b>

Smaller rank of c.v is more consistent than the higher one. According to ranking as shown in tables-7.23 and 7.24 regarding cases filed and disposed during 2002-2013, Howrah district is better than other districts. This may perhaps be due to better infrastructural facilities available in Howrah district and in some other district(s).

**Table-7.24: Inter- District Statistical Analysis of  
Cases Disposed During 2002-2013**

<b>Name of the District Consumer Court</b>	<b>Mean Value</b>	<b>Standard Deviation</b>	<b>Coefficient of Variation (Per cent)</b>	<b>Rank of C.V (Ascending Order)</b>
24 PARGANAS (NORTH)	306.00	179.64	58.71	<b>XVIII</b>
24 PARGANAS (SOUTH)	427.67	183.51	42.91	<b>XII</b>
MURSHIDABAD	202.67	84.17	41.53	<b>X</b>
BANKURA	56.17	39.65	70.58	<b>XXI</b>
HOOGLY	165.08	34.68	22.22	<b>III</b>
HOWRAH	229.33	108.52	47.32	<b>XIV</b>
PASCHIM MEDINIPUR	175.00	34.64	19.79	<b>II</b>
PURULIA	67.08	38.20	56.95	<b>XVII</b>
BURDWAN	229.83	81.98	35.67	<b>VIII</b>
BIRBHUM	116.08	41.28	35.56	<b>VII</b>
JALPAIGURI	62.17	22.78	36.64	<b>IX</b>
CIRCUIT BENCH ALIPURDUAR	23.25	9.73	41.84	<b>XI</b>
COOCHBEHAR	88.58	29.42	33.21	<b>VI</b>
MALDA	87.17	25.69	29.47	<b>V</b>
DARJEELING	51.50	27.29	52.29	<b>XV</b>
DAKSHIN DINAJPUR	40.42	27.59	65.26	<b>XIX</b>
SILIGURI	120.83	64.94	53.74	<b>XVI</b>
UTTAR DINAJPUR	61.50	27.21	44.24	<b>XIII</b>
KOLKATA, UNIT-I	542.58	95.82	17.67	<b>I</b>
KOLKATA, UNIT-II	667.33	436.70	65.44	<b>XX</b>
NADIA	87.50	21.34	28.39	<b>VI</b>

**Table-7.25: Inter- District Statistical Analysis of  
Pending Cases During 2002-2013**

<b>Name of the District Consumer Court</b>	<b>Mean Value</b>	<b>Standard Deviation</b>	<b>Coefficient of Variation(Per cent)</b>	<b>Rank of C.V (Ascending Order)</b>
24 PARGANAS (NORTH)	424.17	288.45	68.00	<b>IX</b>
24 PARGANAS (SOUTH)	356.58	285.22	79.99	<b>XIV</b>
MURSHIDABAD	259.42	119.98	46.24	<b>II</b>
BANKURA	125.75	74.64	59.36	<b>VI</b>
HOOGLY	173.41	120.94	69.74	<b>X</b>
HOWRAH	95.40	173.00	181.34	<b>XX</b>
PASCHIM MEDINIPUR	105.58	67.52	63.95	<b>VIII</b>
PURULIA	44.67	51.15	114.51	<b>XIX</b>
BURDWAN	304.58	163.75	53.76	<b>III</b>
BIRBHUM	73.33	54.93	74.91	<b>XII</b>
JALPAIGURI	29.92	25.98	86.83	<b>XVI</b>
CIRCUIT BENCH ALIPURDUAR	25.67	14.64	57.03	<b>IV</b>
COOCHBEHAR	63.17	57.39	90.85	<b>XVIII</b>
MALDA	57.75	45.56	78.89	<b>XIII</b>
DARJEELING	3.33	27.67	30.93	<b>I</b>
DAKSHIN DINAJPUR	34.92	20.39	58.39	<b>V</b>
SILIGURI	37.58	104.15	277.14	<b>XXI</b>
UTTAR DINAJPUR	50.17	41.71	83.17	<b>XV</b>
KOLKATA, UNIT-I	539.17	468.56	86.91	<b>XVII</b>
KOLKATA, UNIT-II	614.42	451.84	73.54	<b>XI</b>
NADIA	49.00	30.12	61.47	<b>VII</b>

Inter- district statistical analysis of pending cases during 2002-2013 has been displayed in table-7.25 wherein we have calculated the mean values, cv and rank of cv.

### **7.3: Conclusion**

As per 11 of the C.P. Act and particularly as per provision of Section 11(2a) only the consumer may file complaint if the opposition parties (OPs) actually and voluntarily reside and carry on business or as a branch office or person who works for gain in a particular address and if the same is found within the jurisdiction of a particular Forum or Commission the complainant may file such complaint. No doubt many times it is found that transaction is made by e-commerce, e-stores, e-banking etc. that is through internet and in that case in all the cases it is found that a consumer of West Bengal has purchased something through e-shop, e-commerce, e-business, e-banking etc. but the seller's address is at outside the jurisdiction of West Bengal when any complaint is filed within West Bengal, this complaint is found not maintainable and is being rejected by the State Commission or by the forum. Our outlook is very rigid in legal conception but the very object of the Act must go to the door of the relief seekers and at the same due to change of pattern of business transaction and for total transaction system being run by software system then invariably the very section of 11 of C.P. Act should be changed and suitably a provision shall be included in the said Section 11 to the effect that the case may be filed by such consumer who is the user or enjoyer of such service on his house or his residence which is within the jurisdiction of the State Commission or District Forum. Complainant may file complaint even if it is found that OP's address is outside the jurisdiction and if such a protection manner is not included for the protection of the consumer then in near future it would not be possible to get justice by the consumer even after purchasing any article by internet system. It is the intention of the Government to protect the interest of consumers and it is the dictation of the Government to the consumer community to purchase articles directly from the marketing section of the manufacturer through internet when the consumer shall get benefit in all respects of the price as discount. Many people are enjoying this process but when any defect is found they are estopped to file any complaint before the Forum in view of the fact that the seller or trader's address is outside the jurisdiction. It is being continued from many years but for lack of any thought of the administration or the Forum or any Government Authority consumers are facing trouble because it is not possible for them to file their case at Chennai or at Punjab or at Uttar Pradesh or at Bangalore because sellers are of that State and there is shop or service centre within the jurisdiction of any State is not. So, invariably this Section should be moderately amended to the extent by adding such provision so that the consumer

who had enjoyed the service of any goods or any article or any other thing at his residence or place and he faces any difficulty in respect of that goods or article or faults to get any service of purchased article in that case the cause of action may arise from that place where the goods and articles failed to give proper service to the consumer and if in such a manner Section 11 is not amended. In that case, it can safely be said that this Section 11 was drafted by the legislative authority at the dictation of the traders and industrialists for their interest.

In many articles, many matters have been ventilated by many authors regarding consumer market, trade and about the effect of globalization and many other matters related to consumer economy. But anyhow in all such articles, very vital question regarding consumer behaviour, psychology, philosophy and economic background are not properly evaluated, particularly in respect of the rural consumers. No doubt this factor was not properly diagnosed by the so called writers probably for not visiting market personally and without taking data in respect of rural economy also, the psychology of the consumer and at the same time the effect of globalization and further the need of controlled price in respect of particular need based articles of the consumers in the retail market or any other market. In the present aspect we must have to discuss the effect of globalization and at the same time the development of the economic stability of consumers in the rural market.

India is a democratic country and at the same time it is a fact that traders and consumers must be in the society side by side. Traders are also human like the consumers. But question is that how the traders can be controlled, by the consumers? That is the vital factor and if consumers are found united in respect of their purchasing behaviour and attitude and at the same time they consider their financial capacity in the perspective of the present price in the market in respect of domestic and non-domestic and other goods which are required by the consumers in their daily life.

There are certain categories which must be properly observed by the consumers at the time of purchasing of any articles. In daily life of a person, certain domestic articles are being purchased daily. So, in respect of their daily purchasable articles consumers are well aware of their need, well aware of their capacity and well aware of what type of goods they shall have to purchase with the help of financial strength for which in the market daily necessities like rice, mustard oil, dal, atta, etc. are there of different categories and at different prices and all those daily need based articles are purchased by the consumers as

per their financial capacity, number of family strength and considering the daily income and in this regard practically consumers are always found very cautious about their purchase behaviour and they purchase according to their need, according to their daily requirement and according to their scale of income as consumers as daily expenses for purchase of domestic goods.