

B.T. GOVERNMENT DEGREE COLLEGE, MADANAPALLE

(ACCREDITED WITH 'B' GARDE BY NAAC)

Annamayya District, Andhra Pradesh – 517325



DEPARTMENT OF COMMERCE **BEST PRACTICES**

Consumer protection day celebrations:

National Consumers' Day: National Consumer Day is celebrated in India on December 24 each year, marking the enactment of the Consumer Protection Act, 1986. This day promotes awareness of consumer rights, including the right to safety, information, and redressal, empowering consumers to make informed choices and seek justice against unfair practices.

National Consumer Day is celebrated in India every year on December 24. It marks the day when the Consumer Protection Act of 1986 was enacted. This law protects consumers' rights and ensures fair practices in the marketplace.

The day highlights the importance of consumer awareness and empowerment. It reminds people to know their rights while buying goods or services. The government, organizations, and activists work together to educate citizens about their rights.

National Consumer Day is also a call to businesses to follow ethical practices. It promotes fairness, transparency, and accountability.

This day encourages everyone to be vigilant and responsible consumers, ensuring a fair and just marketplace for all.

Why is National Consumer Day celebrated on December 24?

National Consumer Day is celebrated in India on December 24 each year to commemorate the enactment of the Consumer Protection Act of 1986.

This legislation received the President's assent on this date, marking a significant milestone in consumer rights protection in India.

Theme of National Consumer Day 2024:

The theme for National Consumer Day 2024, celebrated on December 24, is **“Virtual Hearings & Digital Access to Consumer Justice.”**

This theme emphasizes the importance of leveraging technology to enhance consumer protection and ensure that consumers have access to justice in an increasingly digital marketplace.

Significance of the Theme

- **Digital Transformation**
- **Consumer Empowerment**
- **Government initiative**

Photos:









