



## THE SAMPLE

**SURVEY ON CONSUMER AWARENESS STATUS IN 08 DISTRICTS  
ACROSS 05 DIVISIONS OF JHARKHAND**

**(RANCHI, LOHARDAGA, PAKUR, WEST SINGHBHUM, DHANBAD,  
GARHWA, SIMDEGA, DUMKA)**

- Even as multi-brand retail chains are knocking at the country's doorsteps, consumer awareness in Jharkhand appears to be depressingly low. Only 16 per cent respondents in a field survey 2015 were found to be aware of consumer rights.

Of the total sample size surveyed, only seven per cent have filed any complaint in any of the external grievance redress mechanism and out of them, only 0.3 per cent has approached the consumer forums. Only 13 per cent surveyed were aware of the process of public consultation or consumer representation in government platforms and just one per cent participated in such consultation

Only 21 per cent respondents were found to be fully satisfied with the government effort to ensure adequacy, accessibility and affordability of basic needs.

Three main barriers for choosing an alternative product or service were access time (5 per cent), documentation requirement (4 per cent) and cost of transaction fee (3 per cent). It was found that over 92 per cent consumers normally voiced their complaints to the seller (the last person in the supply chain who directly interacts with the user) while 98 per cent respondents had never made a formal complaint.



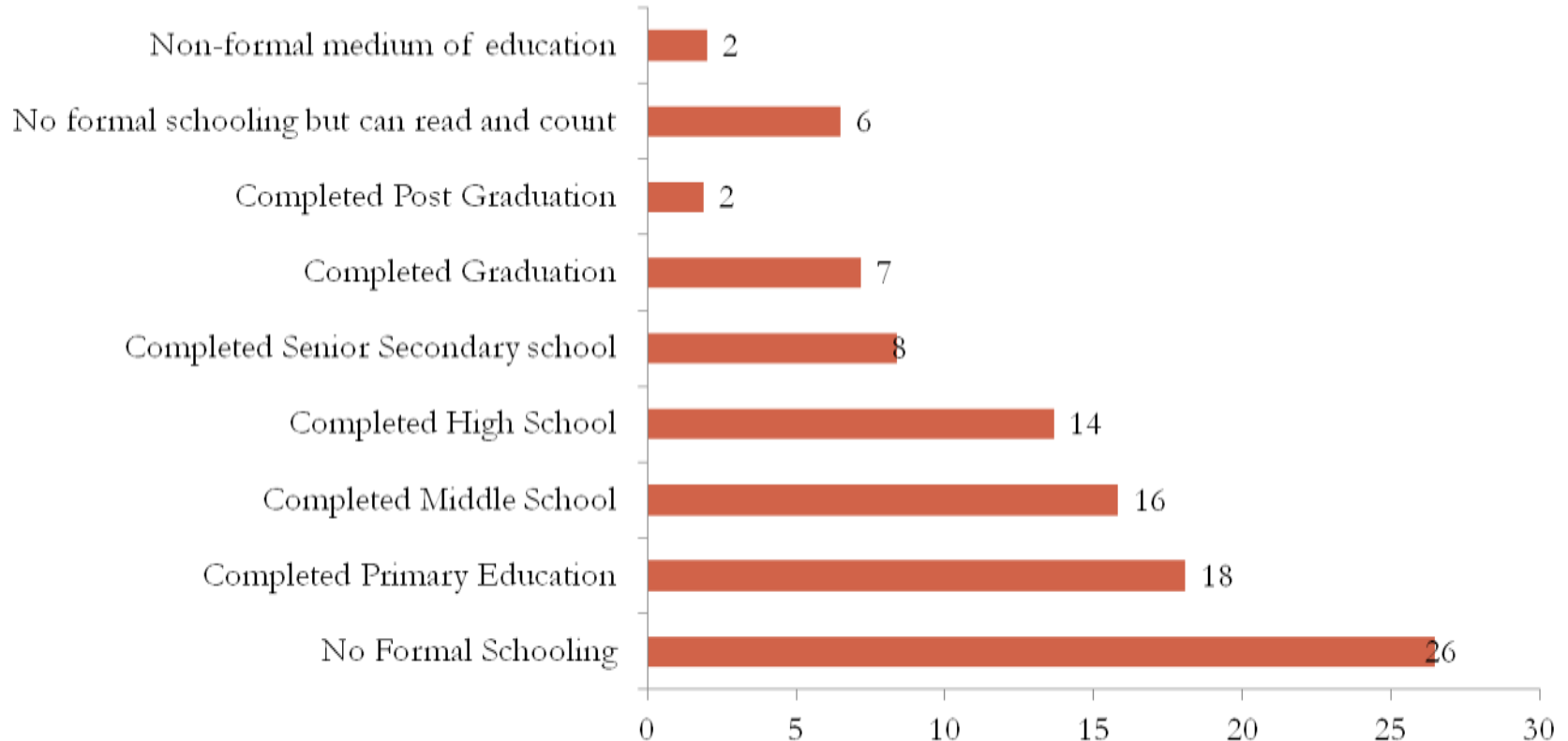
# Research Methodology & Coverage

- Surveyed 4000 consumers following a Stratified Multi-Stage Sampling Approach in 8 districts, spread across 05 commissionaire of Jharkhand
- Population Proportionate Sampling (PPS) methodology was used to draw a sample representative of the state's population.
  - Other factors taken into account in stratifying the sample include:
    - Geographical spread
    - Relative literacy rates of districts
    - Rural and urban divide
    - Categories of consumers in term of gender, education and financial status
- 235 qualitative samples collected through personal interactions with consumer organizations, redressal bodies, Govt. departments/agencies.
- Period of Data Collection- February 28 through March 18, 2015

# Survey Sample Distribution

Sl.No	Area	Total No. of Questionnaire	Qualitative Survey			Consumer Response			
			District Consumer Forum & other grievance redressal mechanisms / SCDRF	District Officials (DC/DDC/Drug Control / CS / Weight and Measures)	Consumer Organizations	Educated Male	Educated Female	Uneducated Male	Uneducated Female
1	Ranchi	500	10	5	10	120	120	120	115
2	Lohardaga	500	10	10	10	120	120	115	115
3	Pakur	500	10	5	10	120	120	120	115
4	Paschimi Singhbhum, Chaibasa	500	10	5	10	120	120	120	115
5	Dhanbad	500	10	10	10	120	120	115	115
6	Garhwa	500	10	5	10	120	120	120	115
7	Simdega	500	10	5	10	120	120	120	115
8	Dumka	500	10	10	10	120	120	120	110

# Education Profile of Respondents



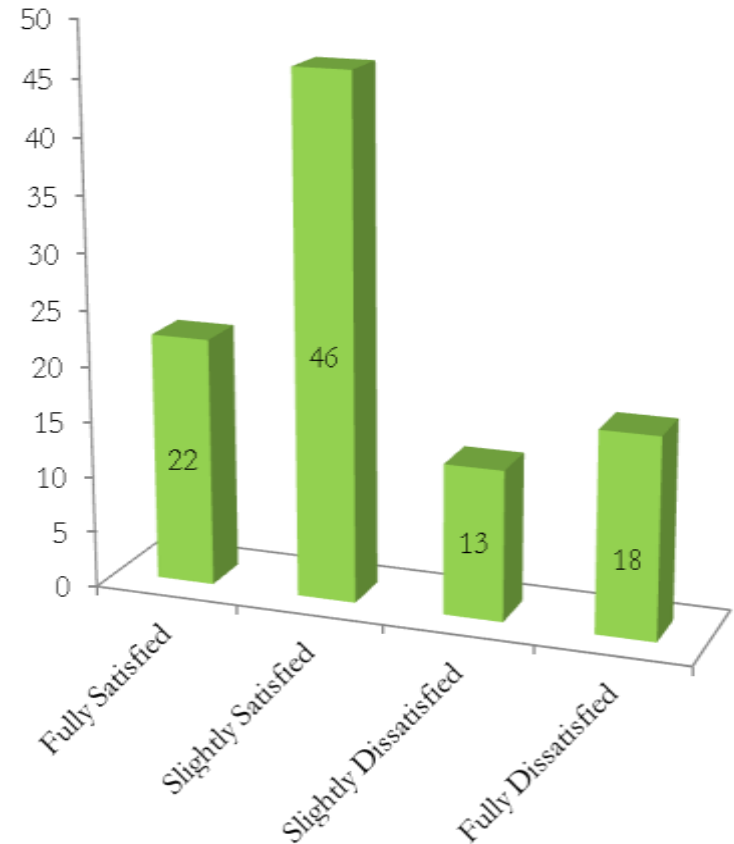
# Key Findings

# Right to Basic Needs

## Government Efforts to ensure Basic Needs

- Only 22% respondents are satisfied with Government's effort to ensure adequacy, accessibility and affordability of basic needs.
- 53% respondents strongly believe that **right to basic needs should be enacted** to cover products and services such as Food, Housing, Health, Water, Education, Sanitation, Energy, Transport and Communication.

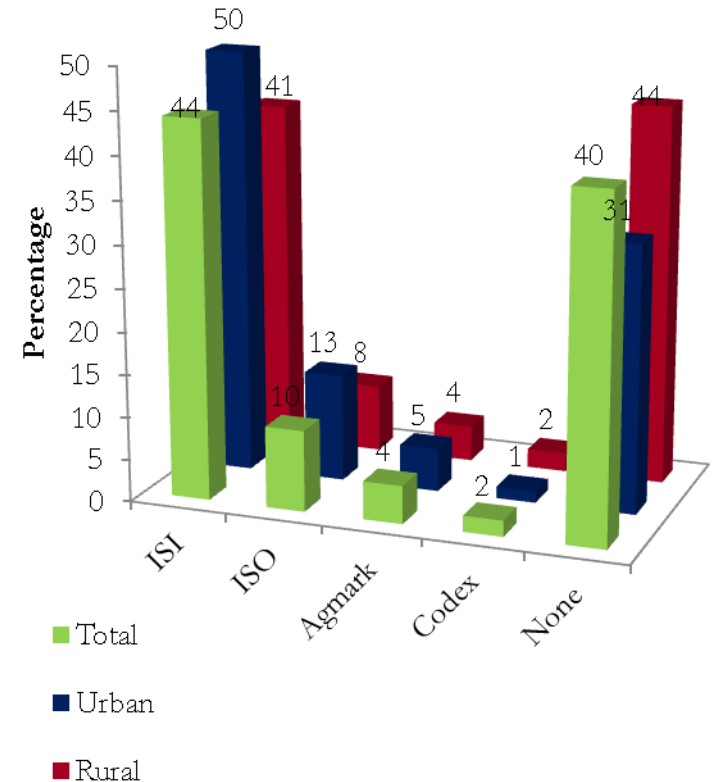
## Satisfaction with Government Efforts to ensure basic needs



# Right to Safety

- Though about 83% respondents believe that certification and warnings are an important means to ensure right to safety.
- But 40% of respondents do not refer to any safety or quality certifications such as Indian Standards Institute (ISI) ; International Organization for Standardization (ISO) ; Agricultural Marketing Standards (Agmark) etc. before making a purchase.
  - ISI is the most known certification
  - Consumers suggested to make mandatory certification of Acid, Paints, Mosquito Coils, Beverages and Electronic Items.

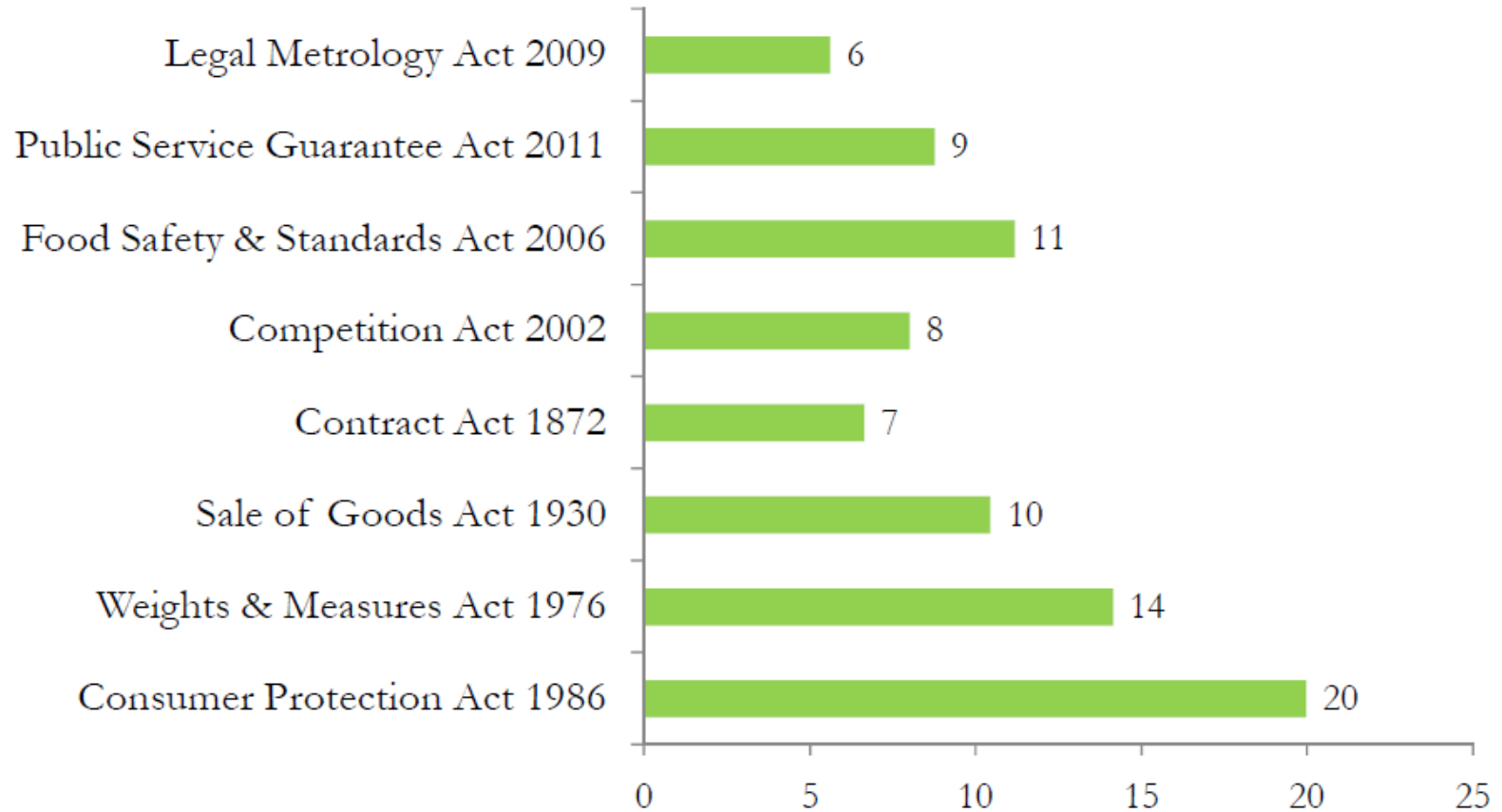
Most Commonly Referred Certification





# Right to be Informed

## Awareness Regarding Consumer Protection Related Laws (%)



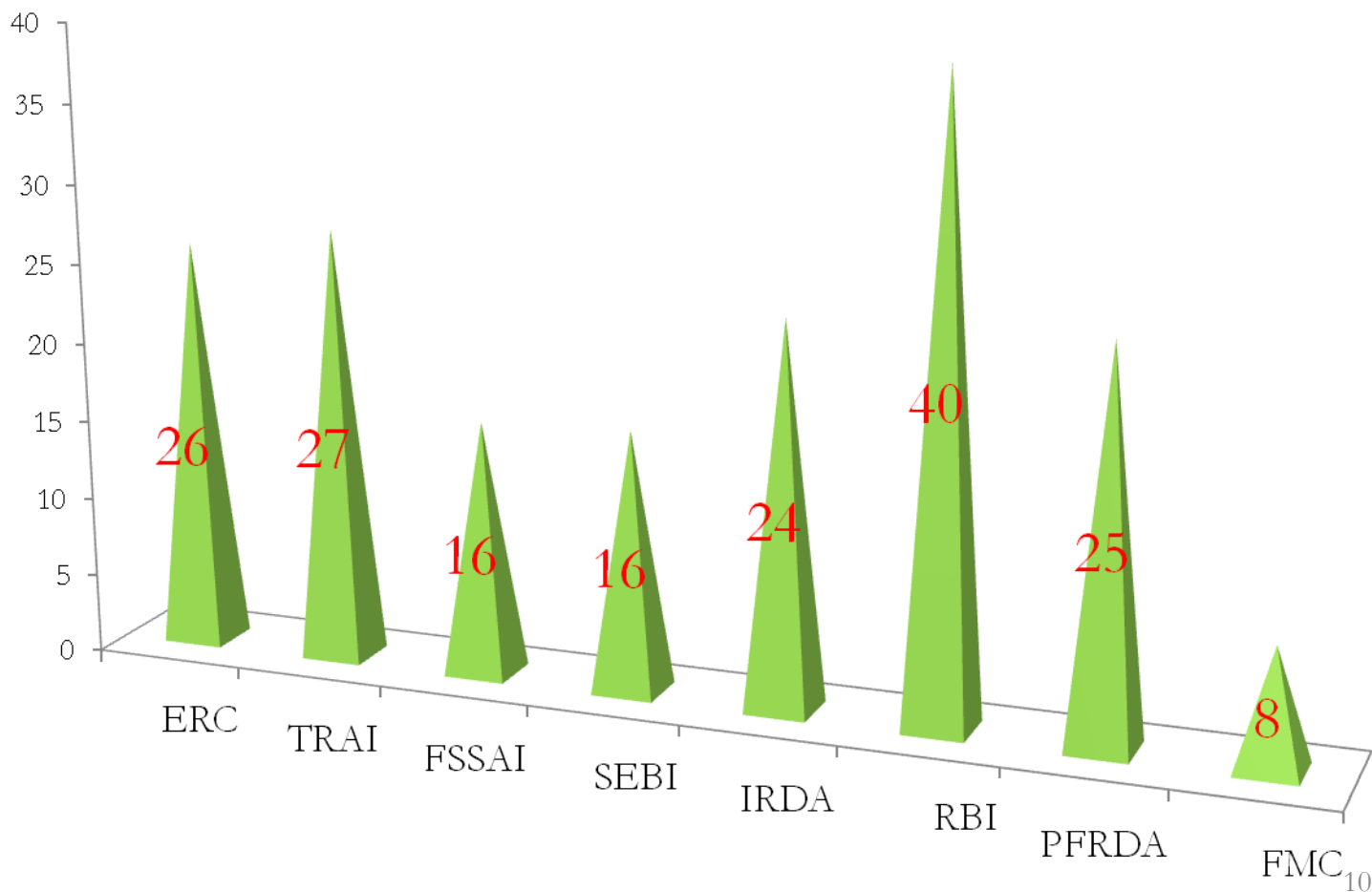


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# Right to be Informed

## Awareness Regarding Regulatory Agencies



- Energy Regulatory Commission;
- Telecom Regulatory Authority of India; Food Safety and Standards Authority of India;
- Securities and Exchange Board of India;
- Insurance Regulatory and Development Authority;
- Reserve Bank of India; Pension Fund Regulatory and Development Authority;
- Forward Markets Commission

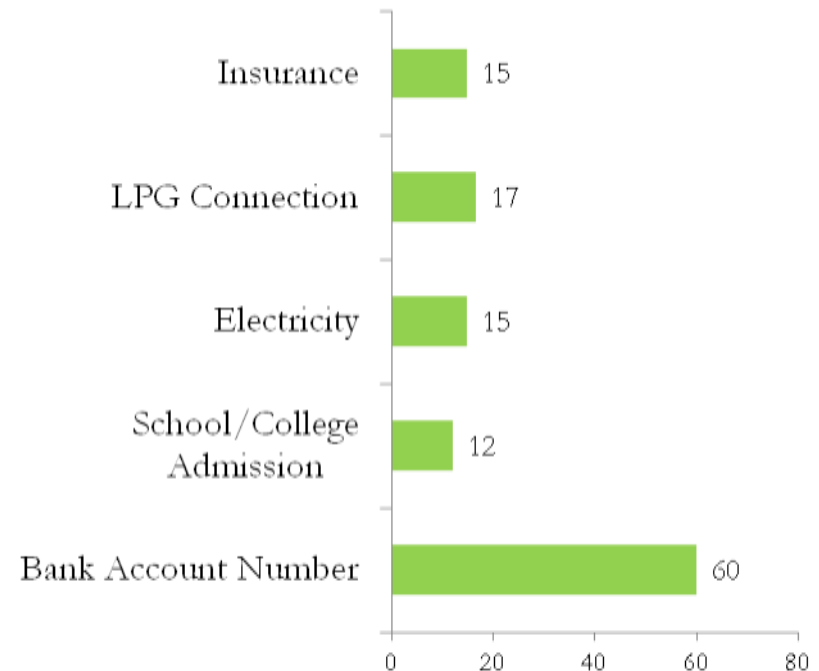


# Right to Choice



- Only few consumers are of aware about competition issues and their importance to protect interests of consumers.
- Consumers believe that there is need to promote more free & fair competition in Aviation, Education, Oil & Gas, Railway and Real –Estate.

## Products/Services which Should Offer Portability





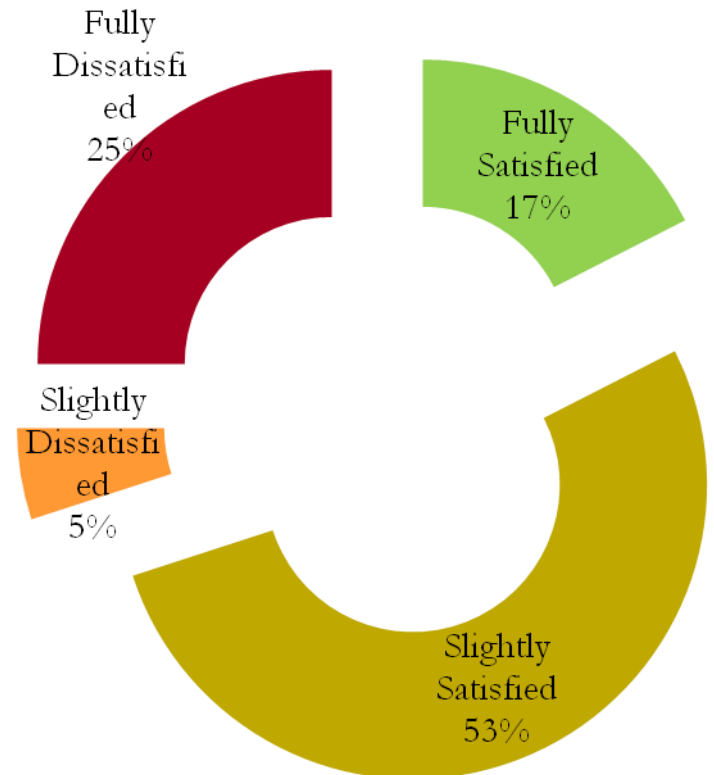
# Right to Redressal

- 61% normally voice their complaints to seller, at first point
- When it come to actual situation - 93% respondents have never made a formal complaint
- Only 0.3% respondents have approached consumer forums for grievance redressal,
- 0.1% people have approached sector ombudsman for redressal.

# Right to Redressal

- Based on the experience of seeking redressal
  - 78% have rated the grievance redressal process as “difficult”
  - 75% cases were not completely redressed while only 18% of such unresolved cases were taken to a higher authority for redressal.
  - **67% cases were not redressed within stipulated time frame**

## Satisfaction Level with Grievance Redressal Mechanism

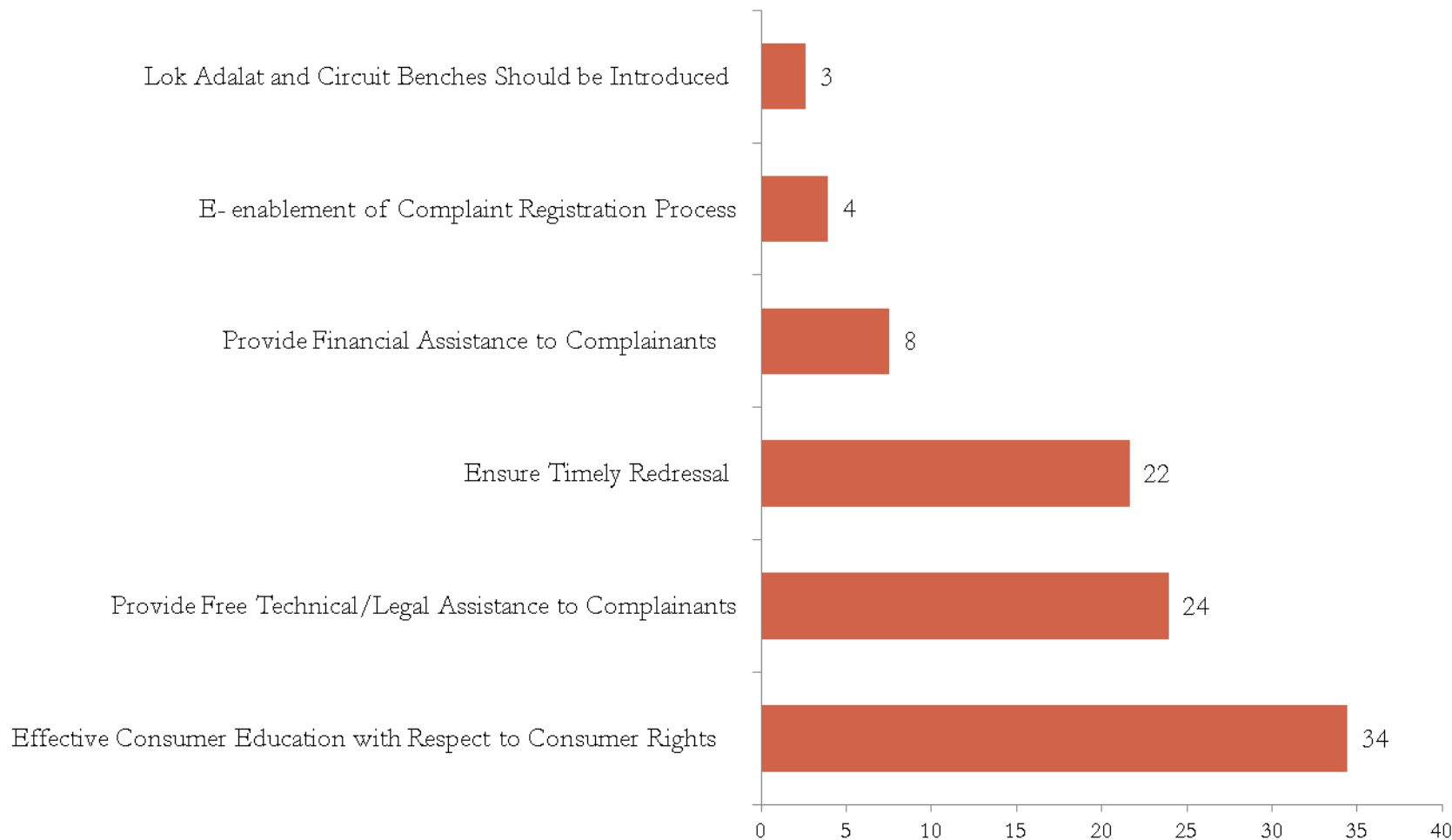


## Right to Redressal- Major reasons for delay

- According to State Consumer Disputes and Redressal Commission (SCDRC)/ District Consumer Disputes and Redressal Commission (DCDRF), the three major reasons for delay in redressal are :
  - Adjournment Sought by Advocates/ Parties (27%)
  - Limited/Inadequate Administrative/ Support Staff (19%)
  - Educational Status of Complainant (11%)
- According to Consumer Organisations, the three major reasons for delay in redressal are:
  - Educational Status of Complainant (16%)
  - Inadequate Administrative/ Support Staff (14%)
  - Limited Number of Benches (13%)

# Right to Redressal

## Suggestions for making Grievance Redressal Process effective





# Right to Consumer Education

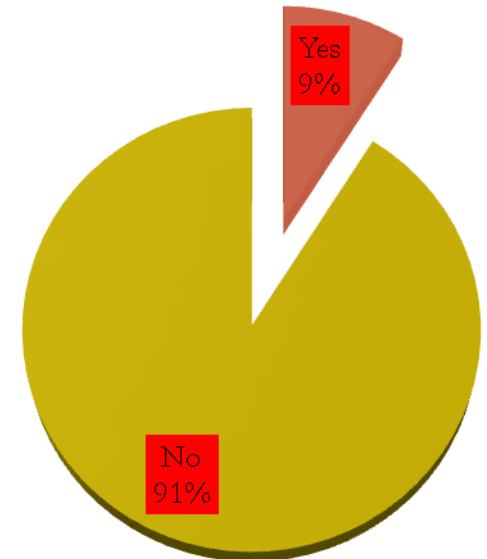
- Awareness regarding Consumer Rights
  - 42% respondents have heard about consumer rights
  - 78% respondents heard about consumer rights from television (TV)
  - Almost 50% of respondents are aware of “Jago Grahak Jago Campaign”.
  - 80% respondents learnt about the campaign from Television



# Right to Healthy Environment

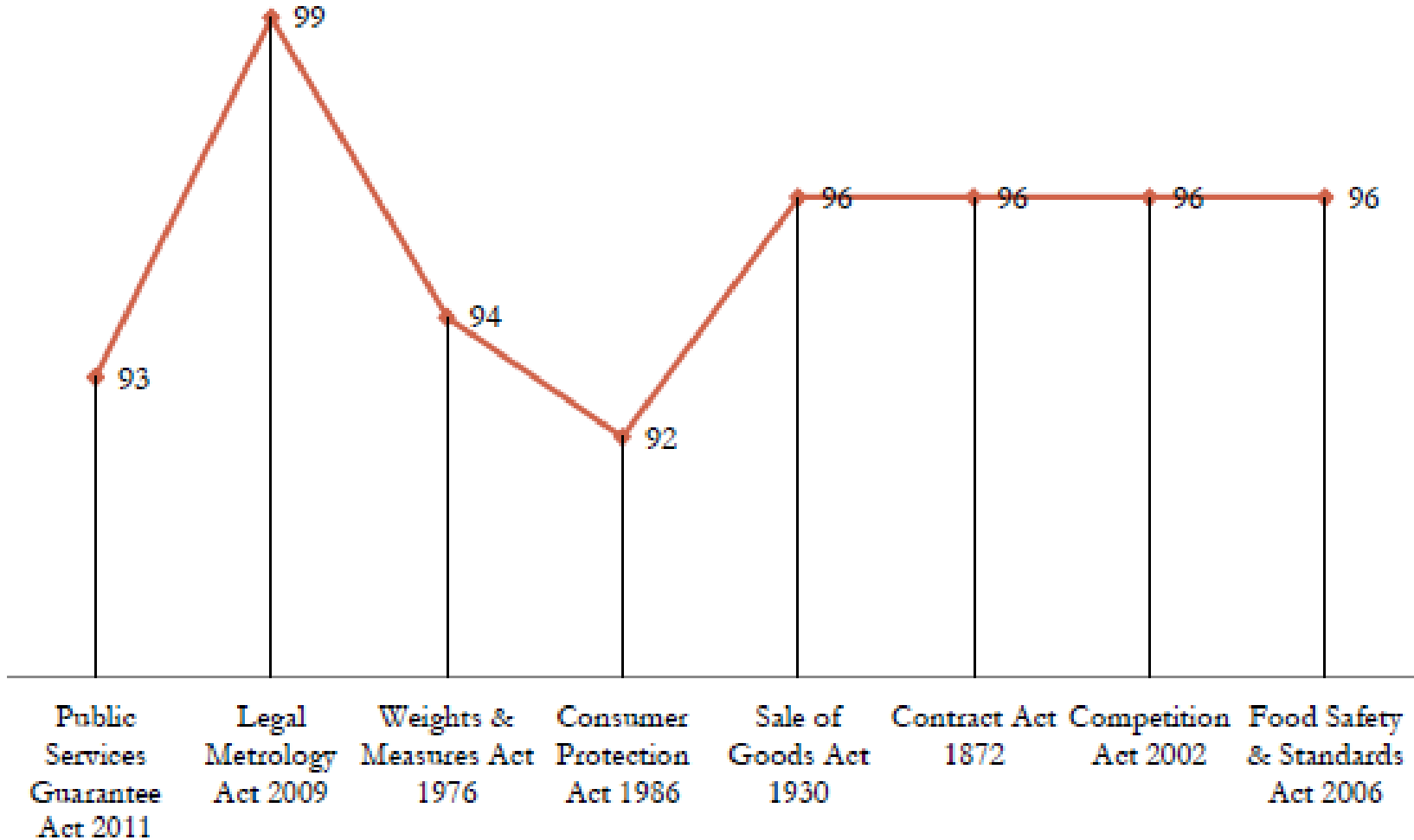
- Awareness/Practice about environmental friendly certifications/products
  - Only 13% respondents are aware about certifications and initiatives viz. Energy Star Rating, Bharat/Euro Emission for Automobiles, Organic Food & Natural Textiles and Recyclable Plastic etc.
  - About 63% are willing to pay some extra money to buy such products

Awareness regarding environmental friendly certifications



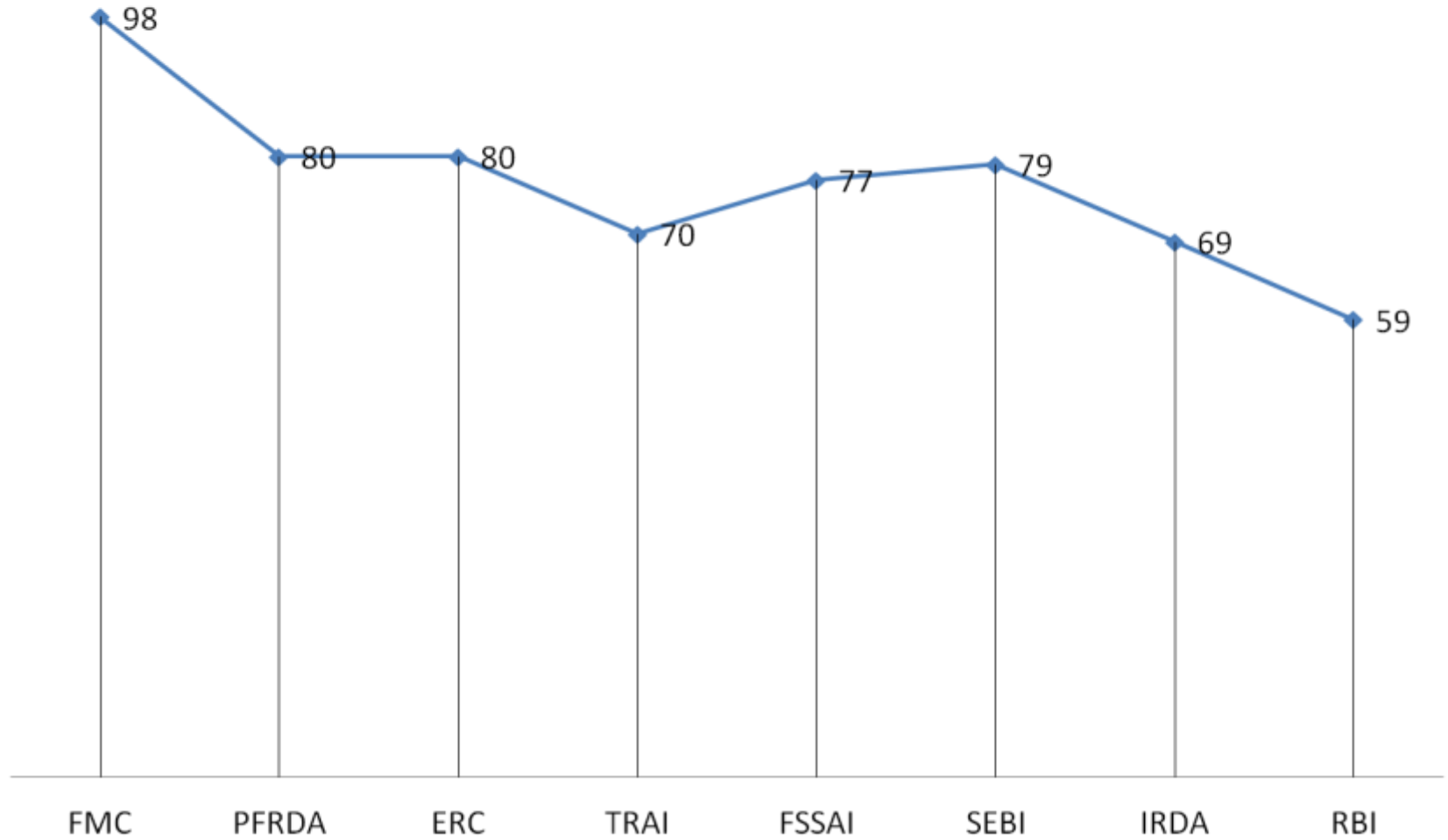


## Unawareness Level of Various Consumer Protection Legislations





# Unawareness Level of Regulatory Authorities

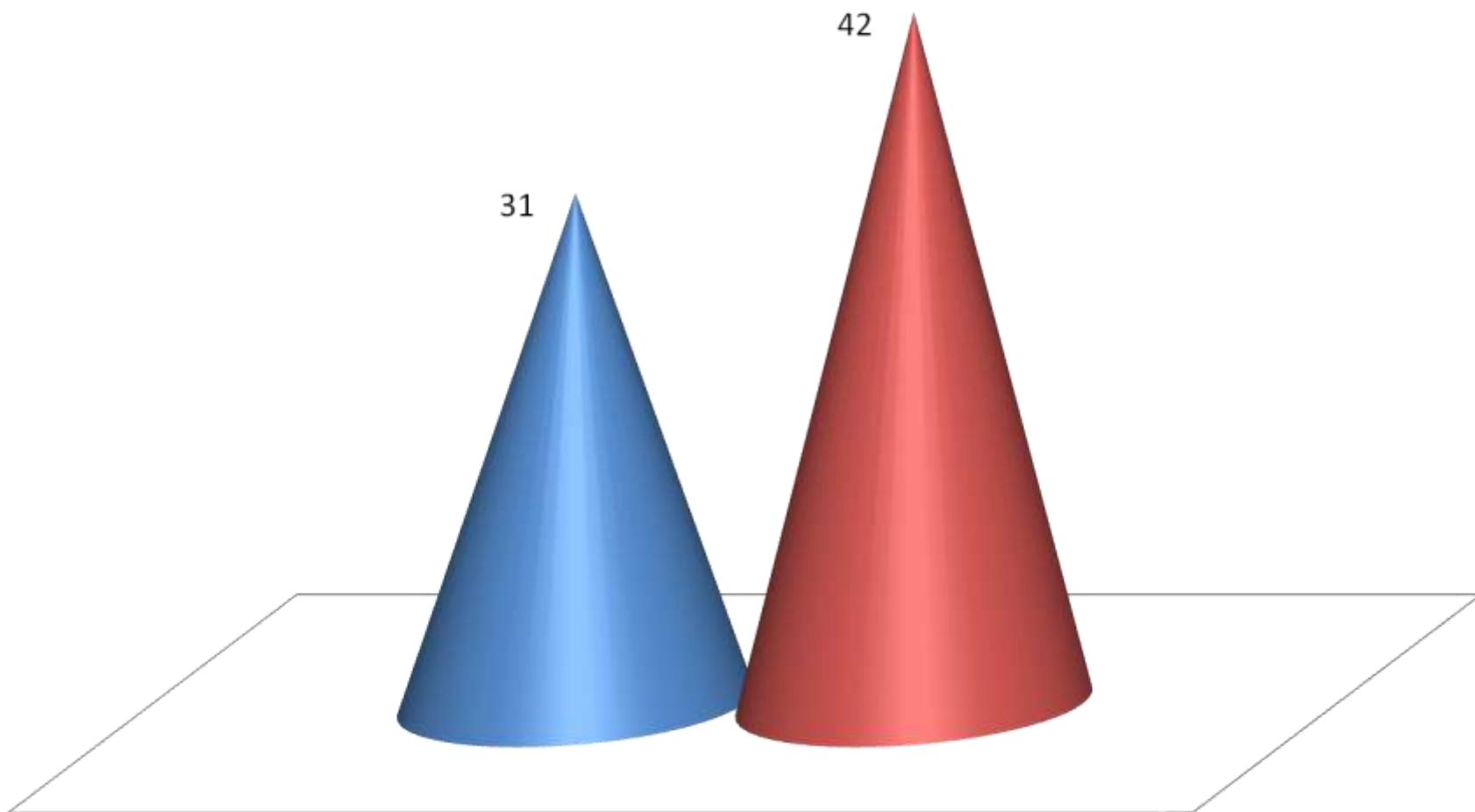




# Heard about Consumer Rights

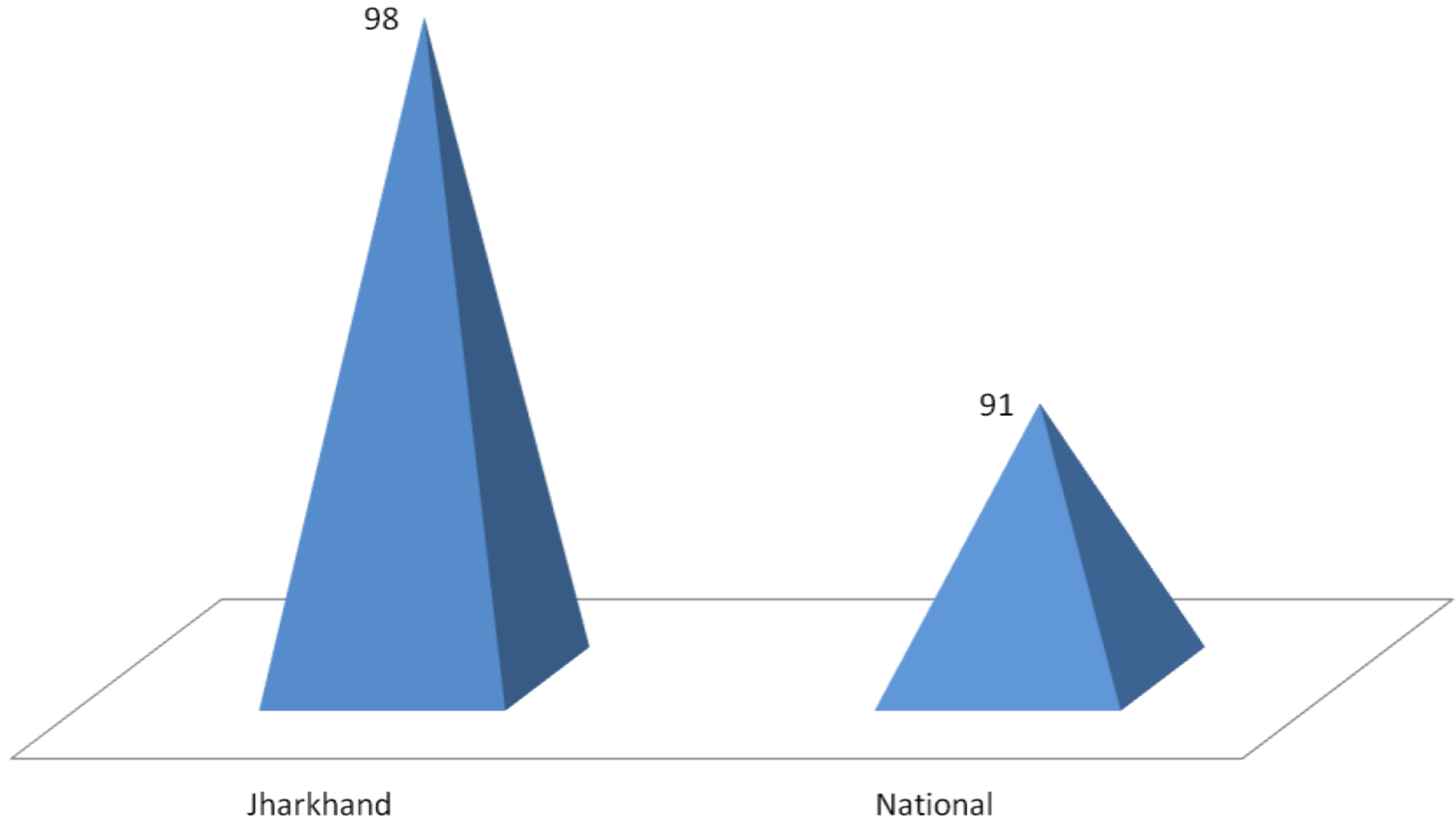


■ Jharkhand ■ National





# Unawareness regarding environmental friendly certifications





Thank You