

ANALYSIS OF CONTENTS

Page

1 CHAPTER

INTRODUCTION	1
Prologue	1
1. The Concept	3
2. The Present Situation	6
3. Need For New Mechanism	9
4. The Synopsis	10

2 CHAPTER

CONSUMERS, CONSUMERISM AND THE LAW	13
Prologue	13
1. Consumerism	15
2. The Constitutional Perspective	19
3. Echo of Consumerism in the Indian Legislations	21
4. Observations	40

3 CHAPTER

THE GOVERNMENT AND CONSUMER PROTECTION	43
Prologue	43
1. Development of Public Policy	45
2. Governmental Action	48
3. Consumers' Interest vis-a-vis Producers' Interest	55
4. Development of Public Policy	58
5. Trade Names and Advertising and their Impact on the Consumers	60
6. Development of Consumer Protection Law in India	68
7. The Governmental Organism	71
8. The Governments' Bills	72

CHAPTER

LAW RELATING TO FRAUDS ON THE CONSUMER	79
Prologue	79
Introduction	81
PART—A PRACTICE AND PROBLEMS IN SALES AND SERVICE	87
Prologue	87
1. The Approach	89
2. Warranty	95
3. Collateral Aspects of the Warranty	97
4. Warranty and Description	98
5. Description, Acquaintance, Identity and Sample	99
6. Responsibility of Seller for Quality Control	105
7. Title, Risk and Performance	113
8. Consumer without Title	113
9. Problems before Seller and the Buyers with regard to Possession of a Commodity	115
10. Question Relating to Risk of Loss or Loss of the Commodity	116
11. Performance of the Contract	119
12. Consumers' Liability for not Accepting Commodity	120
13. Privity of Contract	124
14. Observations	126
PART—B IMPLIED WARRANTY AND MERCHANTABLE QUALITY	127
Prologue	127
1. Perspective of the Implied Warranty	129
2. Implied Warranty: The Theories and Law	132
3. The Concept	139
(i) Correct Name, Kind and Description of the Goods	139
(ii) Saleable Commodity in the Market	140
(iii) Warranty of Fitness with Regard to Ordinary Use and Purposes of Goods	141
4. Freedom from Defects	145
5. Quality, Price and their Relationship	147
6. Sale by Description	148
7. Specific Goods	153

	<i>Page</i>
8. Responsibility of Dealers	155
9. Inspection	158
10. Disclaimers	161
11. Observations	169
PART—C MISLEADING ADVERTISING AND ITS CONTROL	171
Prologue	171
1. The Problem	173
2. Social Effects of Advertising	178
3. Remedies for False or Defective Advertising	184
(i) Civil Suits by the Consumers	184
(ii) Civil Actions by the Competitors	185
4. Regulation of Advertising by the Government	186
5. Consumer-Oriented Control of Advertising	193
6. Misleading Statement	198
7. Observations	201
PART—D CONSUMER, ADULTERATION AND THE LAW	207
Prologue	207
1. History of Adulteration	209
2. Ancient India	210
3. Pre-Independence Period	211
4. The Western Background	211
5. The English Background	214
6. The English Statutes	219
7. The American Background	220
8. The Present Situation	228
9. The Definitional Perspectives	234
Misbranding and the Law	240
Misbranding and Confusion	243
Food Inspectors and the Law	254
Foodgrains and the Law	255
10. Observations	255
PART—E LAW OF DRUGS AND THE CONSUMER	263
Prologue	263
1. The Perspective	266
2. Need for Law Reforms	275
(i) Role of Inspector	283

	<i>Page</i>
(ii) Role of Analyst	285
3. Observations	286
PART—F IDENTIFYING UNFAIR TRADE PRACTICES AND THE MRTP ACT	297
Prologue	297
1. Identification	299
2. Definition of Unfair Trade Practices	303
3. Interpretation	309
4. False Representation	314
5. Misleading Representation	321
6. Warranty or Guarantee to the Public	322
7. Misleading the Public about the Price	325
8. Disparaging the Goods	325
9. Gifts and Prices	334
10. Information Standards: Risk and Injury	339
11. Hoarding or Destruction of Goods	342
12. Power of MRTP Commission to Enquire	343
13. Observations	356
PART—G CIVIL AND CRIMINAL PROTECTION AND REMEDIES	359
Prologue	359
1. The Perspective	361
2. Public Remedies	369
3. Criminal Remedies	395
4. Licensing	397
5. Remedy Through Injunction	399
6. Coordination of Public and Private Remedies	403
7. Observations	406
5	
CHAPTER	
PRICE CONTROL, THE CONSUMER AND LAW	413
Prologue	413
1. Prices and the Government	415
2. Price Control	418
3. Price Fixation by Tariff Board	428
4. Dual Price System	430

	<i>Page</i>
5. Single and Multiple Price System	432
6. Positive Price Policy	435
7. Price Determination	438
8. Price Policy in Nationalised Industries	444
9. Administered Price Policy	453
10. Price Versus Producer	456
11. Price Control and Public Welfare	460
12. Observations	461

6

CHAPTER

THE CONSUMER OMBUDSMAN: A PROTECTING ARM OF THE STATE	465
Prologue	465
1. The Institutional Need	467
2. Role and Functions	470
3. Powers of Consumer Ombudsman	472
4. Procedure for Redressal of Grievances	481
5. Negotiations	483
6. Kind of Cases to be dealt with	486
7. The Consumer Ombudsman and the Consumers	491
8. Observations	493

7

CHAPTER

SUMMATION	497
Prologue	497
1. The Perception	499
2. Overt Information	501
3. Consumer Behaviour Research	503
4. Consumer Advocates	505
5. Consumer Movement	507
6. Applicability of Substantive Law	511
7. Sociology of Consumer Protection	516
8. Responsibility of Business	518
9. Observations	522
10. Postscript	523