

Jagruti mascot

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In news– The Department of Consumer Affairs, the Ministry of Consumer Affairs, Food & Public Distribution has launched “Jagruti” mascot recently.

What is a mascot?

- It is **a mascot for empowering consumers and generating awareness towards their rights.**
- Jagruti will be projected as an **empowered consumer** who is spreading awareness about consumer rights and addressing solutions to the problems faced by the consumers.
- It **will be used to generate consumer awareness about various themes of the Department.**
- The **Themes include provisions of Consumer Protection Act 2019**, Hallmarking, National Consumer Helpline toll-free number 1915, provisions of weights and measures Act, decisions of the Central Consumer Protection Authority and testimonials by consumers on grievance redressal.
- Jagruti mascot **shall be shown along with tagline “Jago Grahak Jago”** in all its media campaigns.

Note:

- Jago Grahak Jago (Wake Up Customer) is a consumer awareness program launched in 2005 by the Department of Food under the government of India.
- Under this scheme the various channels are created to spread awareness of rights among consumers and to stop wrong practices by merchants.
- **The definition of Consumer right is ‘the right** to have information about the quality, potency, quantity, purity, price and standard of goods or services’, as it may be the case, but the consumer is to be protected against any unfair practices of trade.

Further reading:
<https://journalsofindia.com/consumer-protection-act-2019-2/>