उपभोक्ता मामले विभाग
DEPARTMENT OF
CONSUMER AFFAIRS

The Consumer's Journey
(Book 1)
Toy Troubles and
Other Stories

Are you a SMART CONSUMER?

1. What is the full form of BIS?
a. Bureau of Indian Standards
b. Book of Indian Stories
c. Bicycle's International Studio

2. True or false: An ISI mark is mandatory for toys meant for kids under 14.
a. True   b. False

3. What does hallmark signify?
a. The shine of gold
b. The weight of gold
c. The purity of gold

4. What does the hallmark symbol contain?
a. 3 alphabets and 5 numbers
b. A BIS standard mark, purity of gold in carat & fineness, a 6-digit alphanumeric HUID code
c. The name of the gold brand

5. Yes or no: Can an energy drink make up for a day's balanced diet?
a. Yes   b. No

**6. Which one of the following is the best way to get energy and stay healthy?**
a. Eat a well-balanced diet.
b. Watch TV daily.
c. Avoid all physical exercises.

7. What is the full form of MRP?
a. Mutual Return Price
b. Maximum Retail Price
c. Minimum Return Payment

8. Why should we avoid consuming food items after their "use by" date?
a. They might not taste good.
b. They become unsafe for use.
c. They are expensive.

Answers: 1-a, 2-a, 3-c, 4-b, 5-b, 6-a, 7-b, 8-b

TOY TROUBLES

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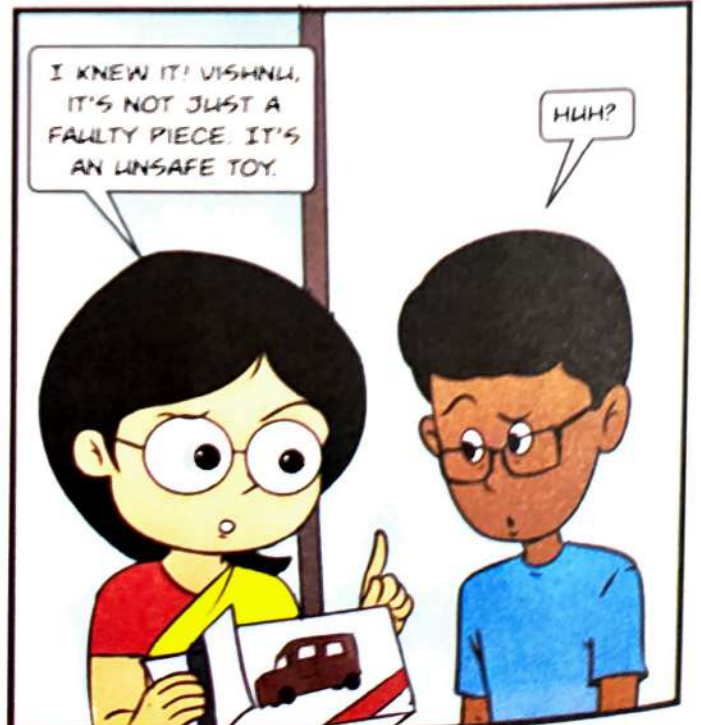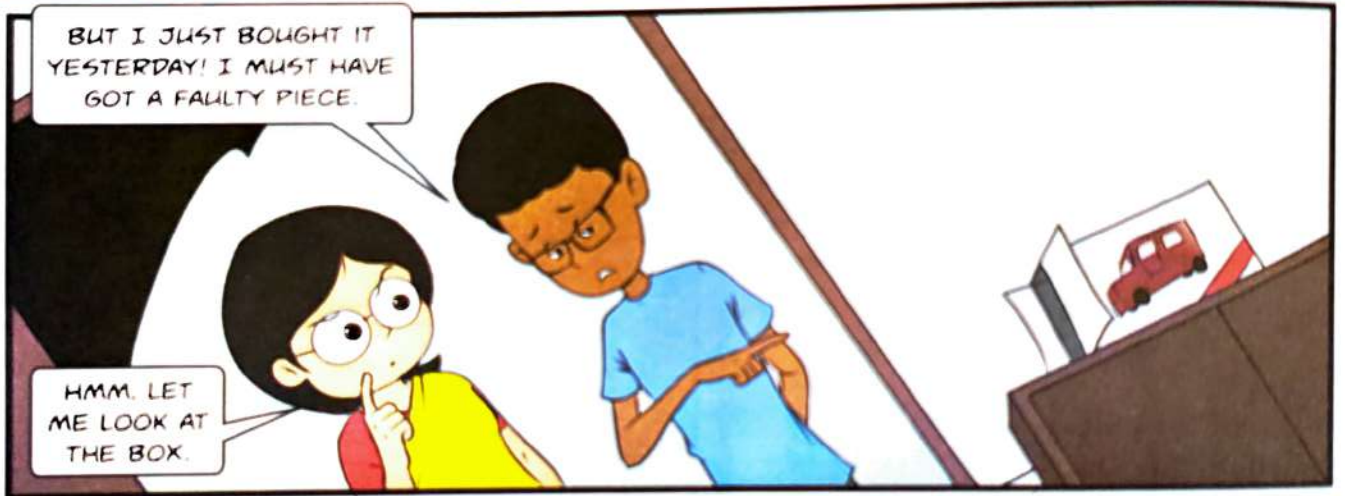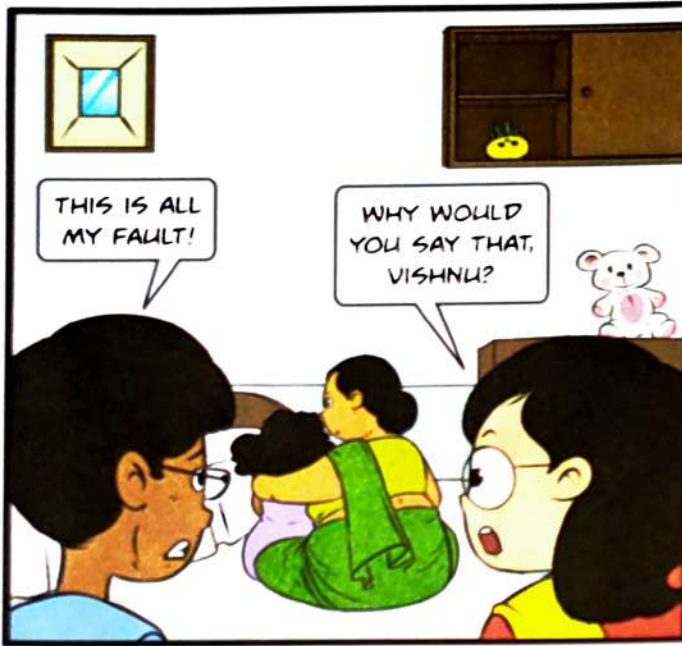
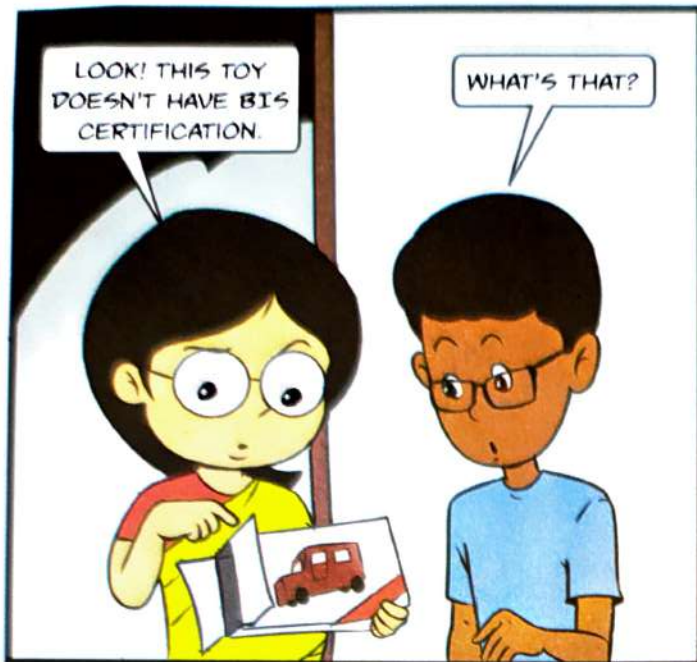# PRECIOUS PREDICAMENT

I CAN SELL YOU THESE FOR ₹10,000 EACH!

AND THEY ARE SO MUCH BIGGER THAN THE OTHERS! PERFECT.

WAIT A MINUTE! HOW CAN GOLD THIS HEAVY COST THAT LITTLE?

OH... UH... WELL...

LET ME SEE... HMM... JUST AS I THOUGHT.

WHAT ARE YOU LOOKING FOR, AUNTY?

THESE EARRINGS AREN'T HALLMARK GOLD!

WHAT IS THAT?

HALLMARK IS THE SYMBOL OF PURITY. WHEN GOLD ISN'T HALLMARKED, ITS PURITY IS DOUBTFUL.

WHAT DOES THE HALLMARK SYMBOL LOOK LIKE?

Panel 1:
THE SYMBOL CONTAINS THREE PARTS.

22K916   XXXXXX

BIS standard mark

XXXXXX
6-digit alphanumeric HUID code

22K916
Purity of gold in carat & fineness

Panel 2:
THE HALLMARK SYMBOL ON THIS BANGLE CONFIRMS THAT THIS IS 22-KARAT GOLD.

OH! SO THAT MEANS...

Panel 3:
...THAT THIS MAY NOT BE GOLD AT ALL! ARE YOU TRYING TO DUPE THIS GIRL?

I'M SORRY, MADAM.

Panel 4:
THESE PIECES ARE IMPURE. WE CAN'T HALLMARK THEM.

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SO, I GUESS YOU DON'T HAVE ANYTHING FOR HER?

ERR... LET ME THINK, MA'AM.

ANY LUCK, SIR?

ACTUALLY, I JUST GOT AN IDEA!

HOW ABOUT ONE OF THESE LIGHTWEIGHT EARRINGS THAT ARE WITHIN YOUR BUDGET?

HMM

AND LOOK! THEY HAVE THE HALLMARK SYMBOL TOO!

BUT...

NOW I DON'T KNOW WHICH ONE TO CHOOSE!

HAHAHA!

WHAT DO YOU MEAN? YOU MUST BE EXHAUSTED AFTER SCHOOL, RIGHT?

WE ARE. BUT WE SHOULD HAVE STILL BEEN ENERGETIC.

WE BOTH DRANK A BOTTLE OF XYZ ENERGY DRINK TODAY.

SO?

SO, WE SHOULD FEEL ENERGETIC FOR SOME TIME.
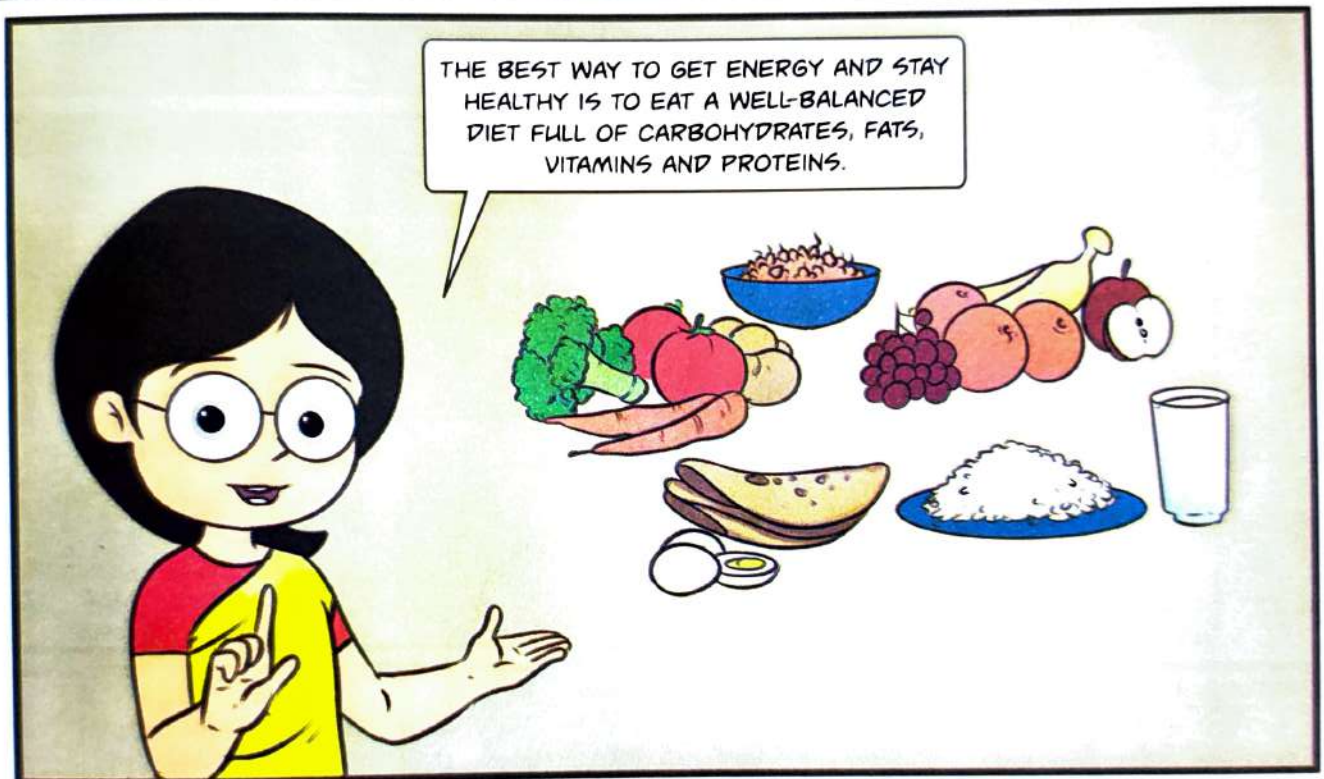
YES! JUST LIKE THEY SAY IN THE AD.

I SEE. AND DID YOU TWO EAT YOUR TIFFINS?

UM... WELL... NO...

WE THOUGHT WE DIDN'T NEED TO EAT. SO, WE GAVE OUR TIFFINS TO OUR CLASSMATES.

HMM. THAT'S WHAT I THOUGHT.

XYZ ENERGY DRINK HAS MISLED YOU KIDS.

HOW?

THE BEST WAY TO GET ENERGY AND STAY HEALTHY IS TO EAT A WELL-BALANCED DIET FULL OF CARBOHYDRATES, FATS, VITAMINS AND PROTEINS.

ANY COMPANY THAT CLAIMS THAT YOU CAN GET ALL OF THESE FROM A SINGLE PRODUCT IS NOT BEING TRUTHFUL!

OH!

LABEL LESSONS

AND WE PICKED THE EXACT BRANDS AND SIZES MOM ASKED FOR.

LET ME SEE.

HOW MUCH IS THIS MILK FOR?

UMM... ₹85.

THEN WHY DOES THE LABEL SAY 'MRP ₹80'?

WHAT'S MRP?

MRP STANDS FOR MAXIMUM RETAIL PRICE. IT IS THE MAXIMUM PRICE A PRODUCT CAN BE SOLD FOR.

Use by 07/08/23
MRP ₹80.00

ABOVE THAT YOU CAN SEE THE USE BY DATE. THAT'S THE DATE AFTER WHICH THE PRODUCT DOESN'T REMAIN USEFUL.

NOT ONLY ARE YOU CHARGING THEM MORE THAN THE MRP...

...YOU ARE SELLING EXPIRED PRODUCTS. THE "USE BY" DATE OF THIS MILK WAS TWO DAYS AGO AND NOW IT IS NOT SAFE FOR USE.

KIDS, SELLERS CANNOT SELL PRODUCTS ABOVE MRP AS IT IS A VIOLATION OF RULES.

MOREOVER, CONSUMING EXPIRED FOOD ITEMS CAN MAKE YOU VERY SICK!

SO, DO YOU WANT TO EXPLAIN YOURSELF?

I'M SORRY, MA'AM.

Be Strong, Be Sharp Eat Healthy, Eat Chana