

INDIAN FEDERATION OF CONSUMER ORGANISATIONS (REGD.)

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Press Release

National Consumer Day Celebrated by Consumer Organisations challenging government to immediately bring strong legislations on Consumer Health & Safety

New Delhi 24th December 2007:

The Consumer Organisation in Delhi celebrated the National Consumer Day by giving the call to all consumers to be careful before purchasing harmful and unsafe products, which are made available to the consumers through high publicity and misleading advertisement. “India should not become a major consumer of products which are having high quantity of sugar, salt and fat. We have to encourage children and ourselves to reduce consumption of soft drinks in India as it has been proved that excessive use of soft drinks leads to obesity, disease and unhealthy life style. Even though the per capita consumption in India is less than 10, compared to Mexico, which is more than 400 and Pakistan more than 80 needs our attention because it is steadily increasing in India and the soft drink multinationals are targeting India to increase their sales” said Mr. Bejon Misra, Executive Director of Consumer VOICE a leading Consumer Organisation in India, while launching “Global Dumb Soft Drink campaign in India at India International Centre on the occasion of National Consumer Day.

The other speakers and the participants supported the campaign and agreed to boycott use of soft drinks from their homes and offices to start with and then spread the message to all their friends and associates. The participants agreed to take the campaign forward and alerted the consumers to be watchful on all such products which are unhealthy and unsafe. It was also pointed out that the Government is completely ignoring all such issues and should take an active interest in educating the consumer about their rights and responsibilities on health and safety related matters.

“The Industry lobby is highly influential and are constantly interfering in public health policies in India, which is predominantly by the junk food and beverage industries, who are profiteering at the cost of health and safety of

the consumers” said Dr. Sri Ram Khanna a leading consumer activist and the Principal Investigator of the National Consumer Helpline, while speaking on the occasion. He also urged the Consumer Organisations to come together and work with a unified voice in the interest of the consumers. The participant agreed that in case the Government fails to listen to the needs to the consumers then they would not hesitate to build public opinion against the Government and the policy makers in order to expose the ineffectiveness and inefficiency existing in the Government mechanism towards improving the health and safety of the consumers which are the fundamental rights of the consumers. The other speakers on the occasion were Ms. Neera Kumar, Chairperson DRAUPADI Rehabilitation Empowerment Awareness Medicare TRUST, Mr. Amit Chatterjee of FICCI Alliance on Consumer Care (FACC) and Ms. Binny Yadav.

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