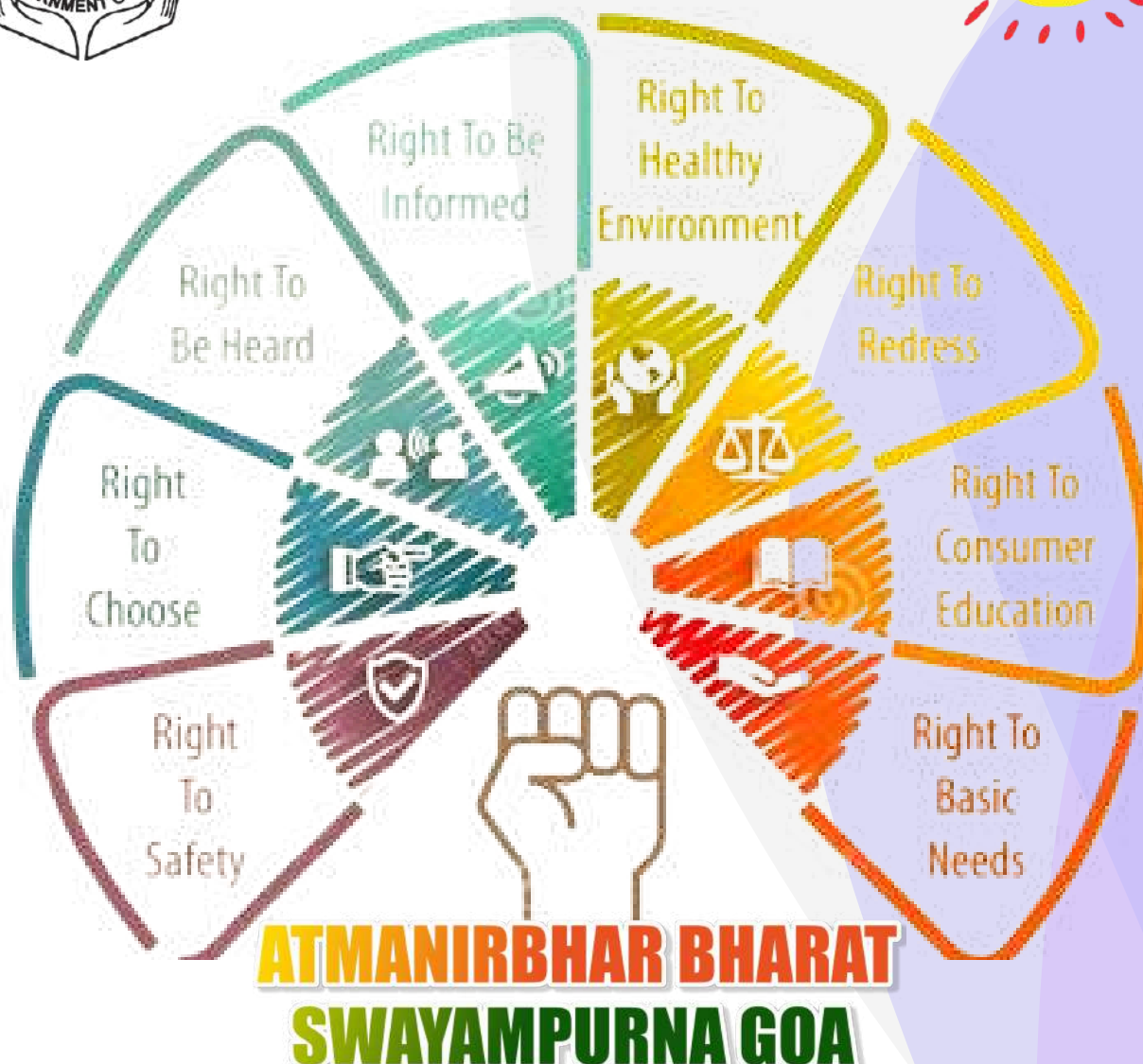


Gr A g r a m m

By Department of Legal Metrology



CONSUMER AWARENESS

Amplifying Consumer Voices...



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Shri. Arun Panchwadkar
Controller Legal Metrology, Goa

Editorial

Dear Readers,

In today's fast-paced market environment, where goods and services are available at the click of a button, ensuring consumer protection has become more important than ever. While technology has made purchasing more convenient, it has also created new challenges related to transparency, fair trade, and accuracy in quantity and measurement. In this scenario, the role of the Legal Metrology Department is both critical and transformative.

Legal metrology is the science of measurement applied to regulatory and legal requirements. Its presence may seem subtle, but its impact is vast – from the weight of fruits purchased at the local market to the volume of fuel dispensed at petrol pumps, from the MRP printed on packaged goods to the calibration of medical devices. The accuracy of these measurements directly affects the consumer's rights and confidence.

However, the power of legal metrology cannot be fully realized without consumer awareness. A well-informed consumer is the first line of defense against unfair practices. Educated consumers are more likely to verify weights and measures, check packaging labels, understand declarations, and report discrepancies. This not only discourages malpractice but also creates a culture of compliance among manufacturers, retailers, and service providers.

The Legal Metrology Department has been taking proactive steps to enhance consumer awareness – through campaigns, inspections, educational outreach, and public grievance redressal mechanisms. Yet, the need of the hour is to go beyond enforcement. We must engage with consumers in a way that builds trust and instills a sense of shared responsibility. The department's collaboration with schools, colleges, self-help groups, resident welfare associations, and digital platforms can go a long way in fostering awareness at the grassroots level.

Furthermore, innovations in digital metrology and smart packaging provide new tools for transparency. QR codes that link to detailed product data, mobile apps for verification, and e-complaint systems are helping bridge the gap between the consumer and the department. These technological advancements should be accompanied by simple and clear communication, especially in local languages, to reach every section of society.

As we move toward a more consumer-centric economy, let us remind ourselves that legal metrology is not just about rules and enforcement—it is about fairness, accountability, and trust. And trust is built not just through regulation, but through awareness, empowerment, and participation.

Let us work together—officials, businesses, and citizens—to make every transaction a fair one.



HON'BLE CHIEF MINISTER, DR. PRAMOD SAWANT ADDRESSING THE SHGS ON GOA STATE CONSUMER RIGHTS DAY AT RAVINDRA BHAVAN, SANQUELIM, GOA.

THE POWER OF AN INFORMED CONSUMER: A LEGAL METROLOGY PERSPECTIVE

As the saying goes, "The strength of Legal Metrology lies not only in its laws, but in the alertness of consumers who make those laws work."

We are all consumers, engaging in purchases and services daily—whether it's food, clothing, or utilities. Despite this constant role, many lack the awareness needed to exercise their rights effectively. Consumer awareness goes beyond knowing what to buy; it means understanding rights, identifying genuine products and services, and having the confidence to seek fair treatment. An informed consumer can recognize fraud and take action, making awareness essential for protection and empowerment.

One of the key regulatory fields that works silently yet effectively to ensure consumer protection is Legal Metrology. At its core, Legal Metrology is the science of measurement as governed by law. It guarantees that every unit—whether a gram of spice, a litre of petrol, or a meter of fabric; is accurately measured and honestly presented. In practical terms, this means that when a consumer pays for a kilogram of sugar, they receive exactly that; not more, not less. Legal Metrology ensures that instruments used in trade are calibrated, verified and sealed, offering a reliable framework that benefits both buyers and sellers.

But even the most comprehensive laws are ineffective if consumers are unaware of them. This is why consumer education becomes paramount. An informed consumer is alert to the signs of malpractice and is equipped to challenge violations. Consumer education is essential in multiple sectors. In retail environments, it enables individuals to identify verified weighing scales, examine labeling on packaged goods, and resist underweight or mispriced items. At fuel stations, educated consumers check that fuel dispensers are reset to zero, look for verification seals, and demand proper receipts.



COMPARE OPTIONS

OBSERVE LABELS

NOTE CORRECT WEIGHT

STUDY REVIEWS

UNDERSTANDS RIGHTS

MAINTAIN PROOF OF PURCHASE

EVALUATE LONG TERM VALUE

REPORT VIOLATIONS

When consumers suspect a violation, they have several channels available for redressal. Immediate steps such as preserving the product packaging and bill, documenting evidence through photographs or videos, and attempting direct resolution with the seller are critical.

If these measures do not succeed, formal complaints can be lodged with the Legal Metrology Department via the quick response number: **9403301977** or through the National Consumer Helpline. Consumers may also approach the District Consumer Commission without needing legal representation.

The key takeaway for every consumer is to remain vigilant. Consumer awareness is the most potent force for the effective implementation of the Legal Metrology Act. When consumers are proactive, educated, and assertive, they breathe life into laws that would otherwise remain dormant on paper. Through their collective awareness and action, consumers help build a transparent, fair, and efficient marketplace.



Shri. Nitin P Purushan,
Assistant Controller Legal Metrology, Goa.



MINIgram Mindbite

In India, recent amendments to Legal Metrology (Packaged Commodities) Rules, 2011 allow electronic product manufacturers to display certain mandatory declarations (like address, common name, dimensions) via a QR code, alongside the MRP and customer care details on the package itself. This combines modern tech with consumer protection.

CONSUMER CONCILIATION COMMITTEE: A FREE AND EFFECTIVE PLATFORM FOR GRIEVANCE REDRESSAL

For over two decades, the Consumer Conciliation Committee (CCC) has been a vital and accessible forum for resolving consumer disputes in the state of Goa. Established by the Department of Civil Supplies & Consumer Affairs (DCSCA), Government of Goa, through a notification published in the Official Gazette (Series II No. 26 dated 25.09.2003), the CCC provides consumers with a valuable opportunity to amicably settle complaints with the concerned parties—completely free of cost.

The CCC serves as a neutral platform where consumers can raise grievances and seek redressal directly from the Opposite Party in the presence of a three-member committee. The hearings are chaired by the Assistant Director of the DCSCA, who leads the discussions with the objective of arriving at a fair and mutually acceptable resolution. This consumer-friendly initiative emphasizes dialogue, conciliation, and cooperation over confrontation, helping citizens resolve a wide range of issues swiftly and efficiently.

Over the past 21 years, the CCC has successfully addressed and resolved numerous complaints involving services from banks, post offices, electricity and water supply departments, LPG distributors, vehicle repair centers, and even e-commerce platforms. It has also played a pivotal role in settling matters related to food safety, packaged commodities, and supermarket transactions.

Filing a complaint with the CCC is straightforward. A consumer simply needs to submit a detailed written complaint addressed to: The Chairman, Consumer Conciliation Committee (CCC), Department of Civil Supplies & Consumer Affairs, 2nd Floor, Junta House, Panaji, Goa-403001. The complaint must be accompanied by photocopies of all relevant correspondence with the Opposite Party. Additionally, the consumer should provide the Opposite Party's complete details, including name, postal address, mobile number, and email ID.

Once the complaint is submitted, the DCSCA sends an official communication scheduling a hearing, which is typically held on the first or third Thursday of each month at 3:00 PM. Both the complainant and the Opposite Party are required to be present before the committee during the scheduled hearing to discuss the issue and work toward a resolution.

This initiative has empowered consumers by offering a credible and approachable alternative to lengthy legal procedures. It promotes timely, transparent, and cost-effective resolution of disputes, reaffirming the government's commitment to consumer rights and protection.

For further information about the Consumer Conciliation Committee, consumers can reach out on any working day via phone at 2236758 or toll-free number 1800-233-0606, or by email at adi-csca.goa@nic.in or sch-csca@goa.gov.in.

With its commitment to fair, timely, and affordable redressal, the CCC continues to serve as a reliable forum for resolving consumer grievances in Goa—settling smarter, not harder.



**Shri. Roland Martins,
Co-ordinator GOACAN.**



MINIgram Mindbite

The "Indus Inch": Archaeologists have found highly precise rulers made of ivory and shell from sites like Mohenjo-Daro and Lothal. One of the most famous is the "Mohenjo-Daro ruler," which had markings corresponding to 1.32 inches (about 33.5 mm). These markings were incredibly accurate, to within 0.005 of an inch!

EMPOWERING YOUNG CONSUMERS: A CAMPUS INITIATIVE

At Dnyanprassarak Mandal's College and Research Centre, we are committed to shaping responsible citizens who contribute positively to nation-building. As part of this vision, the Consumer Welfare Cell of our institution has been actively promoting consumer education among students for over two decades.

In a recent initiative, our college had the honour of collaborating with the Department of Legal Metrology, Goa, to conduct an insightful session on “The Importance of Legal Metrology in Daily Life.” The session was led by Mr. Vikas Kandolkar, Inspector, Legal Metrology, who brought with him a wealth of experience and real-life examples that deeply resonated with our students.

Mr. Kandolkar highlighted the motto of the Department—“No less, no more, just exact”—and emphasized how it reflects the essence of fairness and accuracy in trade practices. He shared cases of common unfair practices such as the use of unscientific weights and measures, short delivery, smudged or manipulated labelling and overpricing by vendors. These examples illustrated how consumers can easily fall victim to deceptive trade tactics. He urged students to be more vigilant and to pay special attention to important details like name of manufacturer, address, weight, MRP, contact details etc. He also explained the procedures to be followed in complaints and redressal. The students gained a deeper understanding of Legal Metrology and its importance in protecting their rights as a consumer.

we extend our heartfelt gratitude to the Department of Legal Metrology, Goa, for their valuable collaboration and for their continued efforts to foster consumer awareness across educational institutions in the state.



Ms. Jaya G. Prabhu Parrikar,
Assistant Professor, Department of Commerce.
Dnyanprassarak Mandal's College and Research Centre, Assagao.

SHAPING CONSCIOUS CONSUMERS: EDUCATION WITH PURPOSE

The Consumer Welfare Club of St. Francis Xavier's, Siolim, is dedicated to empowering students with practical consumer knowledge, going beyond theoretical concepts. As the Coordinator, I'm proud to share how our initiatives, particularly those focused on Legal Metrology, are making a tangible impact on our students and the wider community.

The Consumer welfare club takes pride in organising events not out of compulsion but as our duty to make the students aware of their rights as consumers. We strive to provide real-world insights, and to that end, we regularly organize talks and demonstrations with various law enforcement departments on topics ranging from road safety, protection of environment, No Tobacco campaigns, cybercrime and security, Legal Metrology etc.

As the Coordinator, I am truly indebted to the Legal Metrology Departments as they have never refused to extend a helping hand when called for. The student community eagerly anticipates these sessions, which bridge the gap between textbook knowledge and real-world application. I always make sure to organize a talk cum demonstration with the Legal Metrology department. Their sessions are a highlight for our students, who are eager to learn how to address grievances and protect themselves from potential exploitation.

A crucial component of the Legal Metrology session is educating students about the mandatory information producers must include on their products. After the session is over a quiz contest is held to test the knowledge gained by the student. Taking the learning a step further, students are encouraged to bring products from home to scrutinize their labels for mandatory requirements. This hands-on activity truly brings the concepts to life.



The highlight of the culmination of the talk on Legal Metrology, however, is the food festival organised by the Consumer Welfare Club. Around 120 commerce students meticulously prepare food items at home, ensuring each product is properly labelled with all the mandatory information, before putting them up for sale. The event is a vibrant display of student entrepreneurship, with tables laden with a diverse array of vegetarian, non-vegetarian, and sweet treats. The emphasis here isn't just on salesmanship; it's on instilling the correct way to conduct business, highlighting the importance of transparency and adherence to consumer regulations. The festival also features a popular counter for student-made artwork, offering a variety of items like jewellery, bags, and paintings.

What truly sets this event apart is its philanthropic core. A significant portion of the proceeds from the festival is dedicated to visiting aged homes and providing them with essential items. The satisfaction on the faces of the children for doing the acts of charity is long remembered by them. This project also doubles as a fundraiser, helping us to support future initiatives.

I want to extend my sincere gratitude to the Inspectors of the Legal Metrology Department, and their team for their constant support in organizing the Legal Metrology sessions. My thanks also go to Mr. Roland Martins of GOACAN for being a pillar of strength behind all our activities. God bless you all.

Together, we continue to nurture not just informed consumers, but responsible citizens.



**Mrs. Sandhya .A. Fernandes,
Coordinator-Consumer Welfare Club
St. Francis Xavier's HSS, Siolim Goa.**

Young Minds, Smart Choices: School Initiatives on Consumer Rights

- The Consumer Welfare Club of Government Higher Secondary School, Canacona–Goa, organized a series of meaningful and engaging activities under the Consumer Awareness Programme. These initiatives aimed at educating students about their rights and responsibilities as consumers while enhancing their creativity, teamwork, and communication skills. The highlight of the programme was the Awareness Talk delivered by Mr. Bhupendra Dessai and Mr. Melshawn Dias, Inspectors from the Department of Legal Metrology, Goa. They explained the new Consumer Protection Act of 2019 and demonstrated consumer safety using real-life examples, including an LPG safety session. The programme successfully met its goal of promoting consumer education and active participation among students.

Mrs. Soniya Rupesh Gaonkar

Government Higher Secondary School, Canacona–Goa.

- Jago Grahak Jago: Zantye College Leads the Way in Consumer Awareness. The consumer welfare cell of Narayan Zantye College of Commerce, Bicholim has been organising engaging sessions for the students of college as well as higher secondary schools located in the vicinity of Bicholim area for the past two years. Inspectors from the Legal Metrology Department have served as resource persons for these sessions. The sessions focus on educating students about deceptive vendor practices in product weighing. Through instructional videos, participants learn about false weights and weighing scale manipulation techniques commonly employed by unscrupulous vendors. The presentation by the Department also covers essential packaging regulations and mandatory labelling requirements for packaged goods, including product name, net quantity, manufacturing and expiry dates, and MRP, etc.



On January 29, 2025, the college Consumer Cell conducted a Legal Metrology session specifically for Third Year B. Com students. Mr. Aditya Parab, Inspector of Legal Metrology, delivered valuable insights about measurement standards and regulations, emphasizing how these prevent fraudulent practices and ensure accuracy in commercial transactions. These ongoing initiatives demonstrate the commitment of the Zantye College to consumer education, equipping students with essential knowledge about their rights and protection against unfair trade practices. The collaboration between our college and the Government Departments continues to strengthen consumer awareness among the student community in the Bicholim region.

Mrs. Soniya Vinay Chodankar
Assistant Professor in Economics
Chairperson, Consumer Welfare Cell
Narayan Zantye College of Commerce, Bicholim – Goa.

- On January 23, 2025, Murgaoon Education Society's Madhav Kamat Higher Secondary School, Zuarinagar, organized a highly informative consumer awareness program for its students and staff. Mr. Bhupendra Dessai served as the resource person, imparting crucial knowledge about basic consumer rights and their significance in today's economy. He emphasized the consumer's vital role in driving a country's economic growth and explained the legal framework that safeguards these rights. The session also featured an insightful display of various weights and measures. Approximately 120 students and staff members actively participated in the program.

Ms. Nevena Furtado
Murgaoon Education Society's
Madhav Kamat Higher Secondary School, Zuarinagar- Goa.



GOA LEADS THE WAY: HONOURING CONSUMER RIGHTS FROM LOCAL TO GLOBAL

Across the world, consumer rights are increasingly recognized as fundamental to ensuring fairness, transparency, and accountability in the marketplace. Among the most consistent and impactful examples of this movement is the State of Goa, which has emerged as a forerunner in honouring and endorsing consumer rights from a regional platform with global resonance.

At the international level, World Consumer Rights Day, observed annually on 15th March, serves as a key moment to raise awareness about consumer rights and advocate for stronger consumer protection mechanisms. First celebrated in 1983, this global observance traces its origin to President John F. Kennedy's historic 1962 address to the U.S. Congress, where he became the first world leader to formally recognise consumer rights. Coordinated by Consumers International, the day has since become a global call to action, marked by awareness campaigns and policy dialogues across nations. The theme for World Consumer Rights Day 2025, "A Just Transition to Sustainable Lifestyles," highlights the growing need to make sustainable and healthy lifestyle choices both accessible and equitable, without compromising fundamental consumer protections. This theme reinforces the link between consumer rights and broader global goals such as environmental sustainability, social equity, and economic inclusiveness.

In India, this global vision is reflected in the observance of National Consumer Rights Day on 24th December each year, commemorating the enactment of the Consumer Protection Act, 1986. This legislation marked a turning point in India's consumer movement by providing a legal framework to safeguard consumer interests and prevent unfair trade practices. Since its approval on 24th December 1986, the Act has laid the foundation for consumer redressal mechanisms, rights awareness, and stronger regulatory oversight. As India's marketplace becomes increasingly digital and complex, this observance has taken on added importance in reaffirming the central role of the consumer in economic decision-making.

Extending this commitment further, Goa has taken a pioneering step with the observance of its own Goa State Consumer Rights Day on 25th June, making it the only Indian state to institute such a dedicated initiative. The date commemorates the notification of the Consumer Protection Rules in the Goa Official Gazette under the 1986 Act and has been celebrated annually since 2004. Over the years, this state-level initiative has helped institutionalise a culture of consumer awareness, education, and accountability.

In recent years, the relevance of Goa State Consumer Rights Day has grown in tandem with new consumer challenges and global sustainability goals. Goa's observance serves not only as a reminder of existing legal protections but also as a dynamic platform to promote responsible consumption, informed decision-making, and sustainable choices. In doing so, Goa sets a strong precedent for other states to emulate.



CONTROLLER LEGAL METROLOGY, SHRI. A. N. PANCHWADKAR, AT THE CELEBRATION OF NATIONAL CONSUMER RIGHTS DAY AT VIGYAN BHAVAN NEW DELHI



CONTROLLER LEGAL METROLOGY, SHRI. A. N. PANCHWADKAR, AT THE CELEBRATION OF GOA STATE CONSUMER RIGHTS DAY 2025, AT HP PETROL PUMP PONDA

The Department of Legal Metrology, Goa, is taking a multifaceted approach to consumer empowerment. Through initiatives like the departmental magazine, GOAgram, and consumer awareness videos and radio jingles, the department is equipping citizens with the knowledge to understand their rights and make informed choices. By transforming people from passive buyers into empowered consumers, Goa is setting a strong example for protecting and promoting consumer rights, aligning local efforts with global goals.





GOA STATE CONSUMER RIGHTS DAY 2025,
CELEBRATED AT HP PETROL PUMP, PONDA

तरुण भारत

वजन-माप खात्याची ई-कॉमर्स सेवा प्रदात्याविरुद्ध कारवाई

१५ लाखांच्या वस्तू जप्त, पॅकेज कमोडिटीज नियम २०११ च्या अंतर्गत मोठी मोहीम, तक्रार करायची असल्यास संपर्क साधा

प्रतिनिधी
मडगाव

गोव्यात ई-कॉमर्स सेवा प्रदात्याविरुद्ध वजन माप खात्याने कायदा २००९च्या तरतुदीनुसार पॅकेज कमोडिटीज नियम २०११ च्या अंतर्गत मोठी मोहीम राबवताना १५ लाख रुपयांच्या वस्तू जप्त केल्या.

मडगाव येथील स्विगी इन्स्टामार्ट आणि ब्रिंकिट येथे अचानक भेट देऊन न्यूट्रिप्रो ब्रॅंडचे ६६ पॅकेज, एकता ब्रॅंड स्पोर्ट्स गेम्सचे १२ पॅकेज, अगावो ब्रॅंडचे ४२ पॅकेज आणि इतर ब्रॅंडचे २० पॅकेज जप्त करण्यात आले. ज्यांची किंमत ३ लाख रुपये होत आहे.

येणा औद्योगिक वसाहत येथील ब्रिंकिटच्या गोदामाला अचानक भेट देऊन तेथून १२ लाख रुपयांच्या किमतीच्या अगावो ब्रॅंडचे १९५ पॅकेज, न्यूट्रिप्रो ब्रॅंडचे ३ पॅकेज, टिस्सू पॅकेजचे १०६२ पॅकेज, देसी दिया पॅकेजचे ६४७ पॅकेज आणि इतर ब्रॅंडचे १४० पॅकेज जप्त करण्यात आले.

उत्तर गोव्यात शिवेली येथील



मडगाव : गोव्यात ई-कॉमर्स सेवा प्रदात्याविरुद्ध वजन माप खात्याने कारवाई करून जप्त केलेला माल. दुसऱ्या छायाचित्रात कारवाई करणारे वजन माप खात्याचे अधिकारी.

ब्रिंकिट आजटेलेटवर कारवाई करून आणखीन एक गुन्हा नोंद करण्यात आला. कायदेशीर मेट्रोलीजी कायदा २००९ अंतर्गत आवश्यकतेनुसार अनिवार्य घोषणा न केल्याबद्दल विविध ब्रॅंडचे १०९ पॅकेज जप्त करण्यात आले. ही कारवाई वजन माप खात्याचे

सहाय्यक नियंत्रक नितीन पी. पुरुषण, निरीक्षक भूपेंद्र यू. देसाई, सुजन राण सरदेसाई, रजत कारापुरकर, सिद्धेश शिरगावकर, राजेश वेंगुलकर यांनी केली. ई-कॉमर्स प्लॅटफॉर्मवर कोणतीही पॅकेज केलेली वस्तू खरेदी करण्यापूर्वी ग्राहकांनी उत्पादक-पॅकरचे नाव आणि

संपूर्ण पत्ता, सामान्य नाव, आयात केलेल्या पॅकेजेसच्या बाबतीत मूळ देश, उत्पादनाचा महिना आणि वर्ष, निव्वळ प्रमाण, कमाल किरकोळ किंमत (सर्व करांसह), ग्राहकांच्या तक्रारीच्या बाबतीत संपर्क साधता येणारी व्यक्ती आणि कार्यालयाचे नाव आणि संपूर्ण

पत्ता, ईमेल, पत्ता आणि संपर्क क्रमांक यांची खातरजमा करून घेतली पाहिजे असे आवाहन करण्यात आले आहे. ग्राहकांना कोणतीही तक्रार करावची असल्यास त्यांनी भ्रमणधनी क्रमांक १४०३३०१९७७ वर संपर्क साधावा असे कळविण्यात आले आहे.







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