



उपभोक्ता मामले विभाग  
DEPARTMENT OF  
CONSUMER AFFAIRS

सत्यमेव जयते

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







# Are you a **SMART CONSUMER?**

Do you think you know the answers to all the questions given below? If not, don't worry. Read the stories in this book and become a smart consumer today!

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

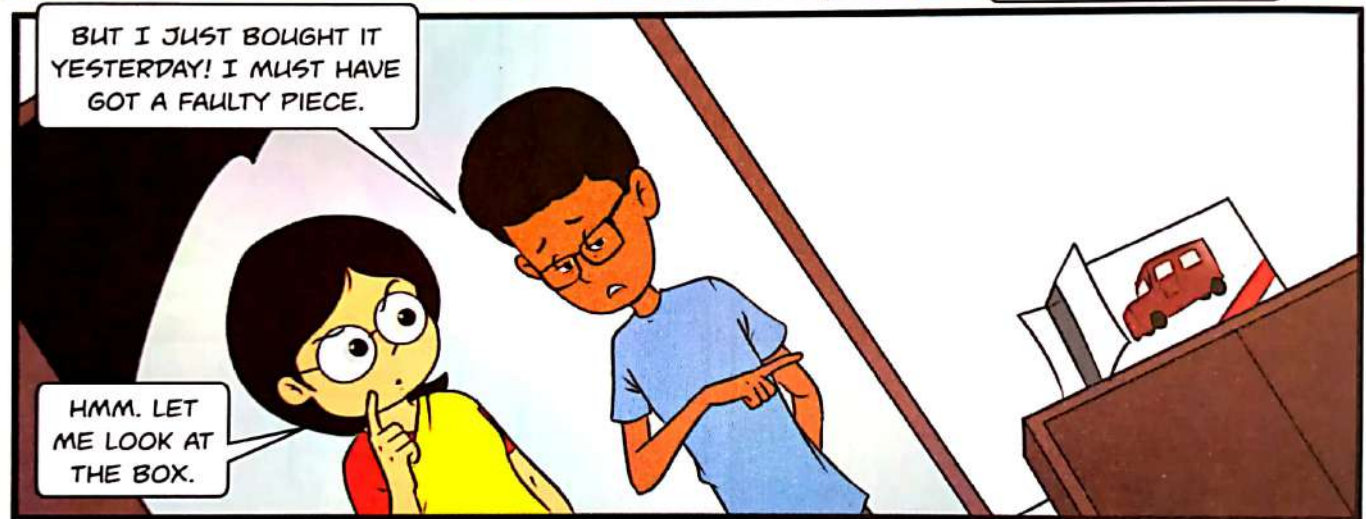
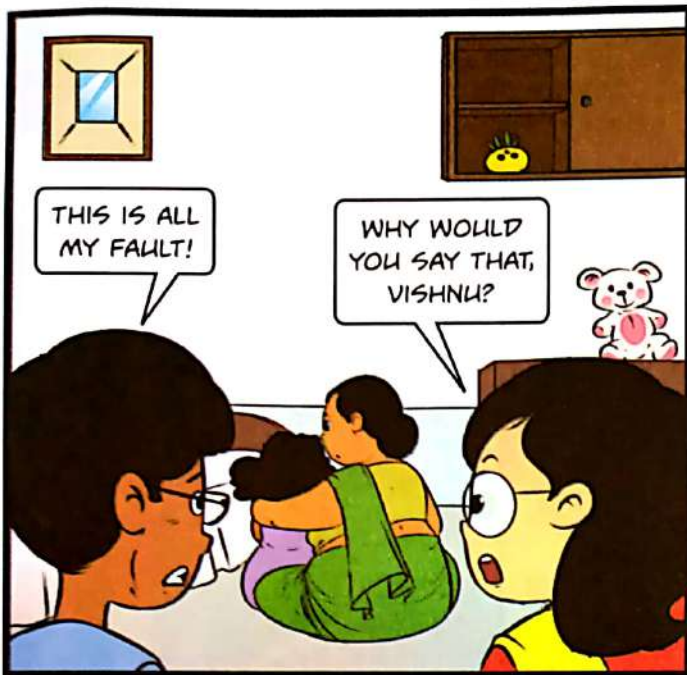




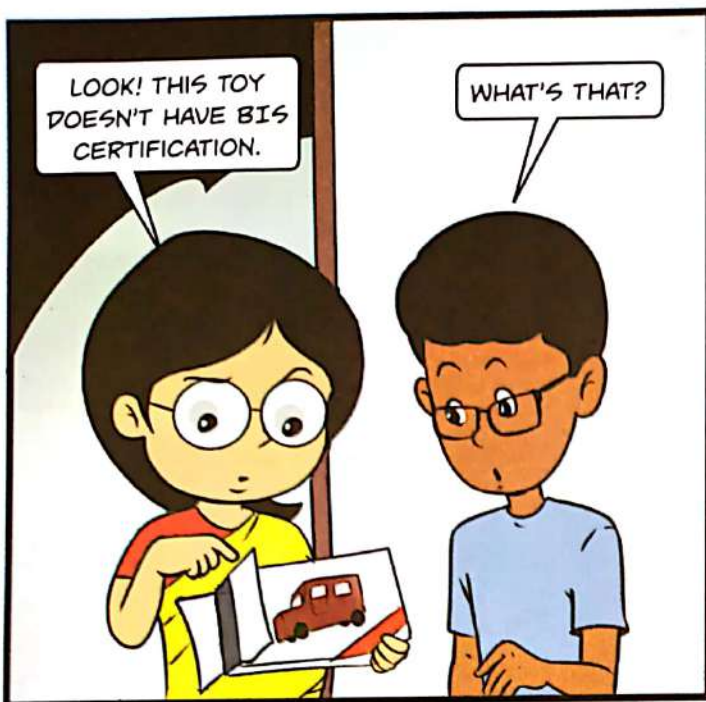
# TOY TROUBLES

















# 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!

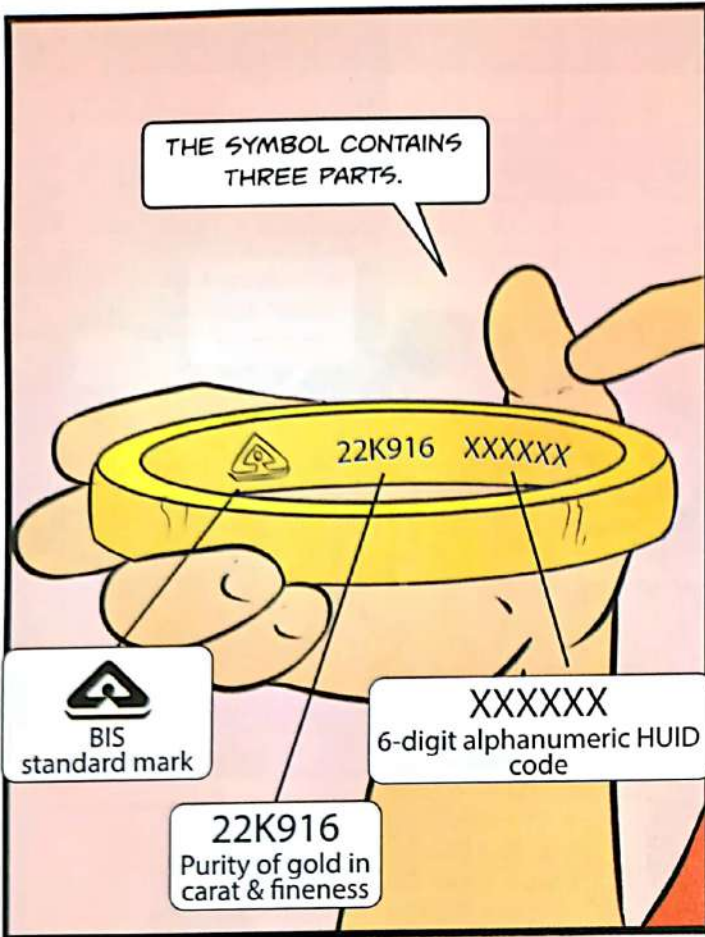
WHAT IS THAT?



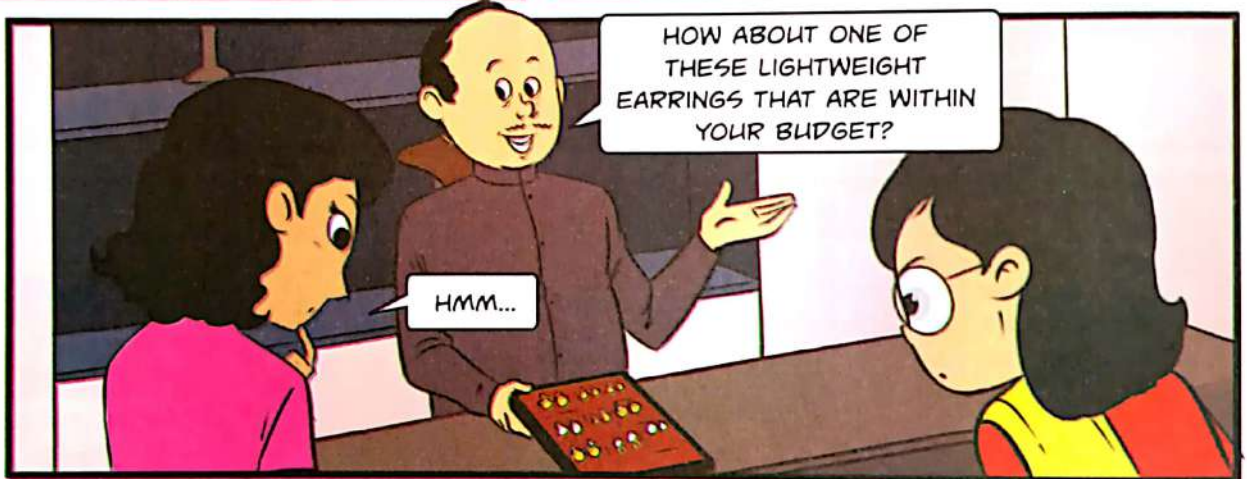
HALLMARK IS THE SYMBOL OF PURITY. WHEN GOLD ISN'T HALLMARKED, ITS PURITY IS DOUBTFUL.

WHAT DOES THE HALLMARK SYMBOL LOOK LIKE?







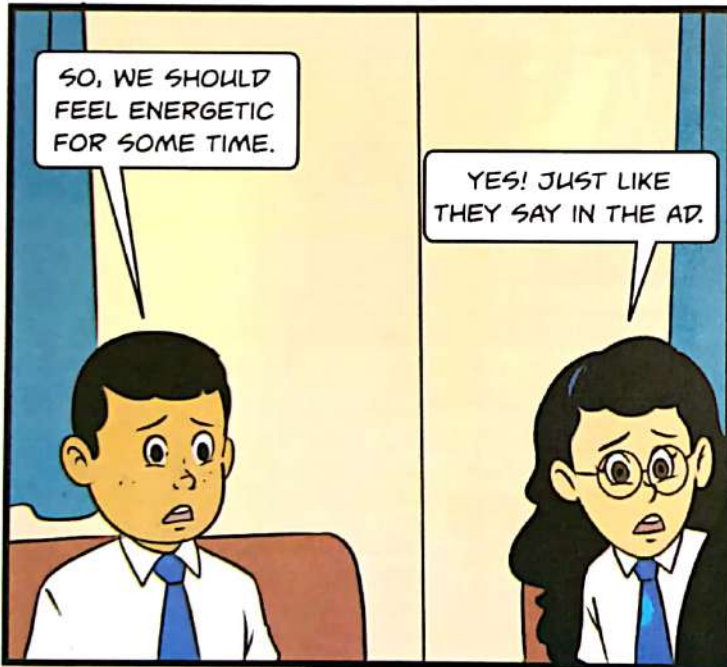




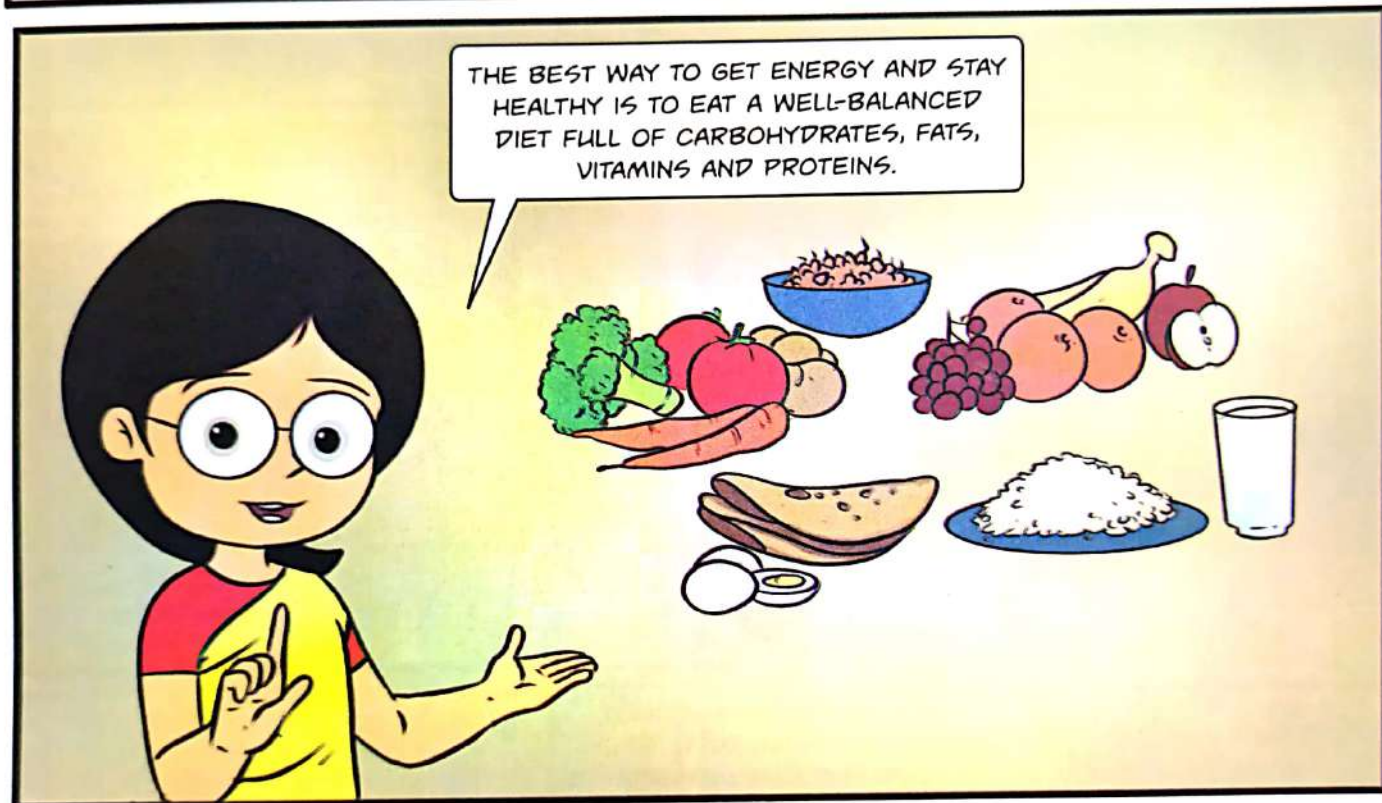
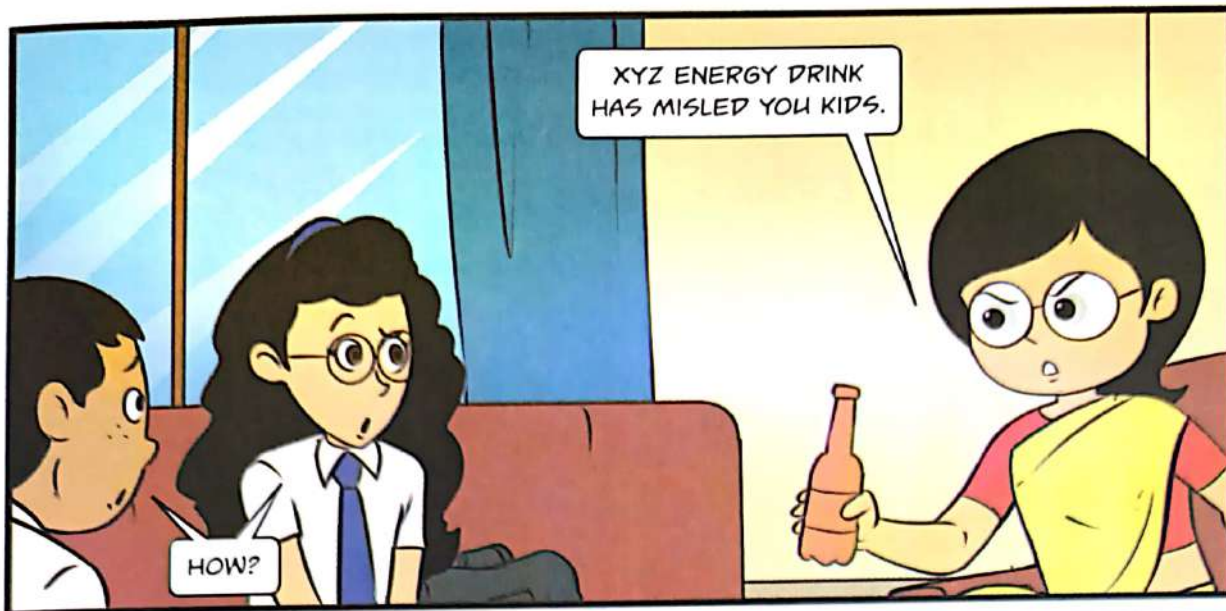
# TIRING TRAVAILS













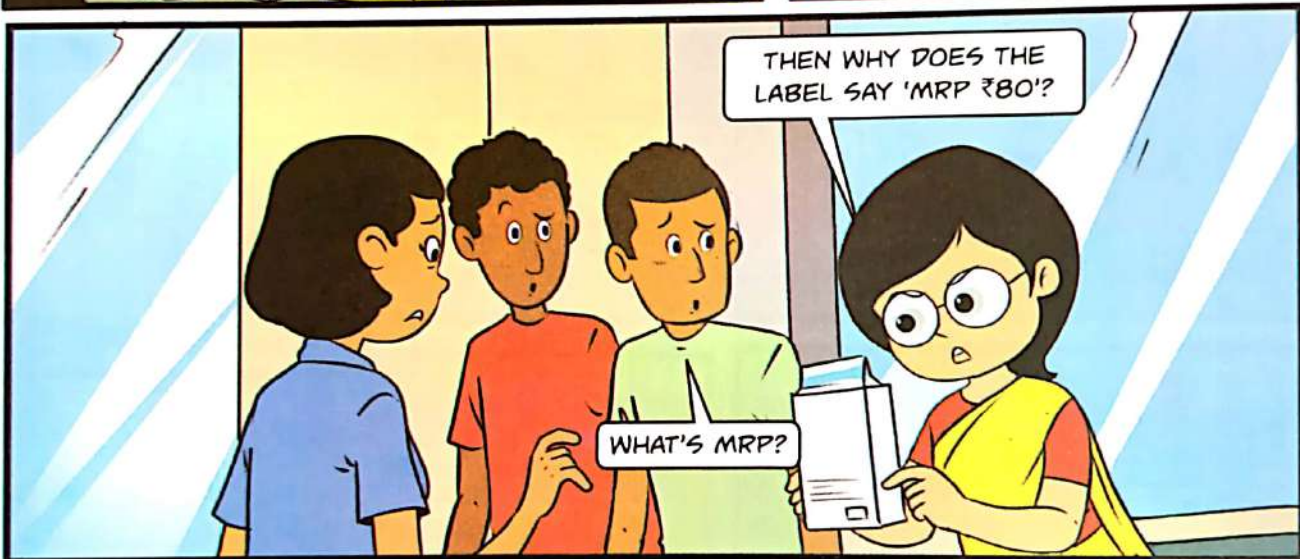




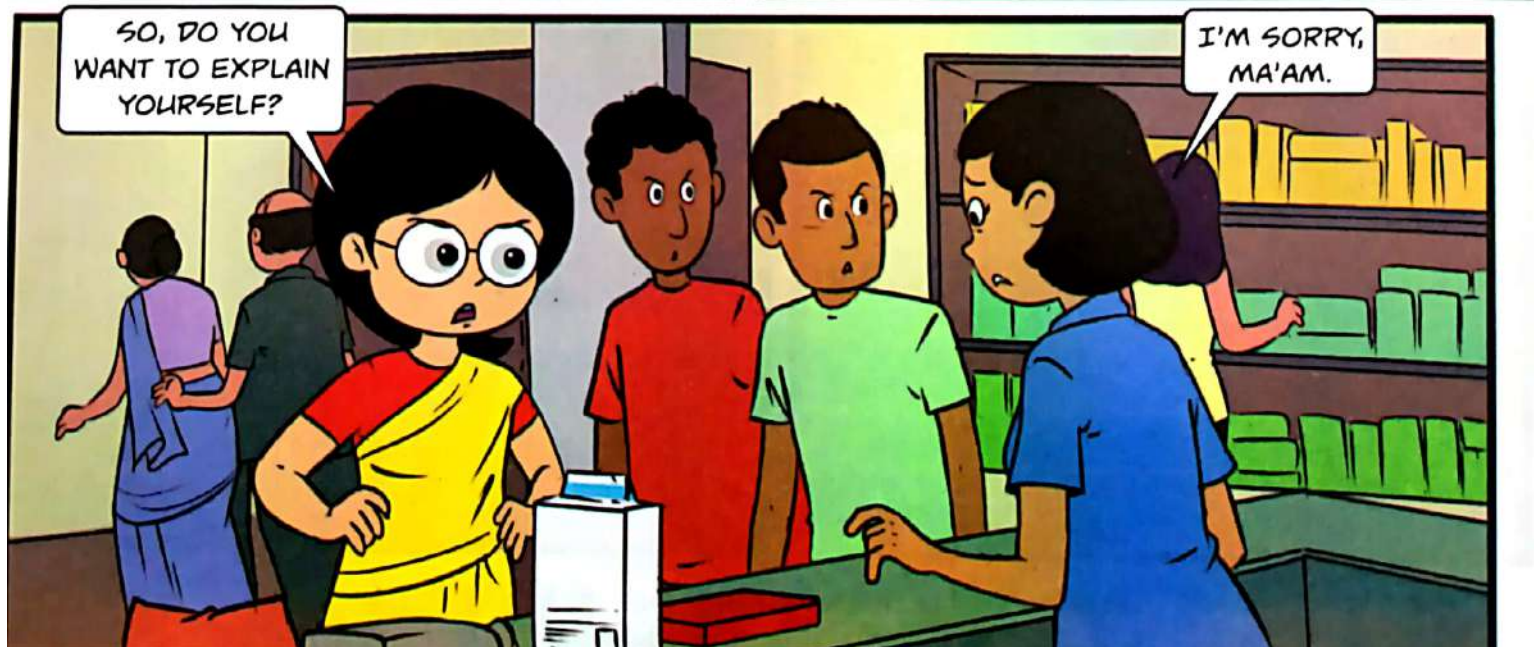
# LABEL LESSONS















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**Be Strong, Be Sharp  
Eat Healthy, Eat Chana**



## Read Labels and Make Informed Choices



**Always check for these details:**

-  **Maximum Retail Price & Unit Sale Price**
-  **Use By Date & Best Before Date**
-  **Net Quantity**
-  **Name & Address of Manufacturer**
-  **Customer Care Number & Details**



**TINKLE**