

## **STRENGTHENING THE CONSUMER ASSOCIATION**

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### **Background**

Consumer movements in Bangladesh are in a vulnerable position and have long been overlooked. Consumer Association of Bangladesh is working since a long time and faced many difficulties to establish rights and responsibilities of consumers in the country including lacking of strength of the organization in various sectors. Complaints on unsafe food marketing is the present alarming issue in Bangladesh. People now realize the cost of moral and physiological degradation and feel that the whole human races has an interest in ensuring safe food because it is very essential for sustaining all lives on the earth.

The majority of the population are of modest income and cannot afford to eat good food. Besides, some of the restaurants are not free from serving substandard foods. Adulterated and contaminated food indicates moral degradation, inadequate knowledge and the scarcity of good production practices and good hygiene practices in the sector. It can be assumed that the population of the entire country is being forced to eat food which is highly risky. Continuation of catering unsafe food may enhance intoxication in human health and will raise infertility and disable children in the country.

### **BQSP- QMS Component Initiatives**

The component has already included assessment of the current status of CAB by the regional and international experts. To strengthen the activities of CAB, about 21 new Consumer Movement Cell have been developed in Dhaka City and nearby. These cells are developed within NGOs, Civil Society Organizations and Academic institutions.

These Consumer Movement Cells are already introduced to CAB and committed to work in establishing consumer rights and responsibilities. Presently it is essential to raise awareness and to educate the people regarding consumer rights and their responsibilities. And to combat the vulnerable situation of the food sector, a safe food

awareness program will be continued. A draft food and hygiene tips has been developed for dissemination, to raise awareness. An Imam training module has been developed with the view of information dissemination through mosques.



***National Expert on Consumers affairs of BQSP holding discussion meeting on consumer rights and food safety issues with NGOs***

On the basis of training of the trainers (TOT) some discussion seminars have been promoted in NGOs and Civil Society Organizations, CAB regional Committees and educational establishments in the city. A pictorial presentation has been delivered to them to use in their own awareness programmes.



***Get together seminar of new Consumer Movement Cells***

## **Conclusion**

To established consumer rights and their responsibilities in the country priority should be given first to aware and to educate the people through awareness program and adequate training to the consumers as well as to all the productive sectors, food handlers, suppliers and food business folks. Training and implementation of Hazard Analysis and Critical Control Point (HACCP) system in the food industries will enhance to combat the adverse food contamination sectors. Several consumer Movement Cells are to be developed throughout the country and they will work under the shade of one authority as federation of consumers rather than one or any solitary organization.