

Title : Need to enact a legislation to prevent sale of sub –standard gold.

SHRI N.S.V. CHITTHAN (DINDIGUL): The basic users of gold ornaments are the poor section of our society. Even the poor section of all community consider Mangal Sutra should be in gold. Yellow metal is one item sought by India women from Kashmir to Kanyakumari at all times.

Further gold is a valid assent which is used as market property in case of emergency next to in priority to immovable property.

There are various legislations to prevent adulteration in milk, medicines, fertilizers and Petroleum products. However, there is no such legislation to prevent sale of sub standard gold or adulterated gold not only at the sale shops, but also at the making sector. In fact the wealth of a nation is equated on the basis of gold reserve. Pure gold is 22 carat and more. But this quality is very costly and therefore gold with lesser carat is supplies to the consumer market. Even in gold pure metal gold and powder gold are different. There is price differentiation in both. But taking advantage of demand for gold by women, certain gold sellers are adopting various methods to sell them. Powder gold is mixed with strong gold and gold with less carat is sold as gold with higher carat value. Very unfortunately women do not verify the gold as they purchase only gold ornaments. Thus purchasers are duped. There is no machinery with the gold sellers to point out the carat in the gold sold to them. That is why various gold sellers and gold ornaments sellers give much rebate to the purchasers. The stat has an obligation to protect the purchasers. Consumer Acts do not give any protection at the purchase stage. It is therefore, necessary that the Government should examine the matter to protect the innocent gold purchaser and to take legal action against those who are found guilty.