



**GOVERNOR SINDH**

**Dr. Ishrat Ul Ebad Khan**  
Nishan-e-Imtiaz

**Message**

I would like to appreciate Consumer Pakistan for their struggle for Consumer Rights. Consumer in Pakistan has remained an unprotected community despite the manifold progress in the industrial, financial and commercial sectors.

Unlike the developed world and even many developing countries, our consumer has not been given the rights that are due. He continues to suffer for lack of protection against price hike, product quality, counterfeits, after sales service and many such areas, putting him at a serious disadvantage.

I believe that for the rights of consumers two prong approach is needed. The Government has to do its duty by promulgating an enforcing consumer protection laws, and the civil society has to forcefully project the consumers' perspective and demand from providers of goods and services to meet their obligation in this regard.

I have no hesitation in acknowledging that the Consumer Pakistan has done a remarkable job over the past year to keep the issue focus, create awareness and strive to bring justice to the consumer. This could be a model for other consumer organizations for playing an effective role for the benefit of the consumer.

I am happy to see that by approaching international Consumer Rights Organizations and creating a network, the Consumer Pakistan is moving in a right direction. I have no doubt that these efforts of the Consumer Pakistan will serve as beacon light for the civil society.

I pray for the success of the efforts of Consumer Pakistan and its team.

Dated: 31 August, 2014

( Dr. Ishrat Ul Ebad Khan )  
**Governor Sindh**