

GOVERNMENT OF INDIA  
MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
DEPARTMENT OF CONSUMER AFFAIRS

**RAJYA SABHA**  
**UNSTARRED QUESTION No.223**

TO BE ANSWERED ON 21.07.2023

**PROTECTING RIGHTS OF CONSUMERS**

223. SHRI S. SELVAGANABATHY

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) whether Government has any mechanism to protect the rights of the consumers, if so, the details thereof;
- (b) the steps taken by Government to protect consumers against unfair trade practices;
- (c) number of consumer courts operational in the country and the number of cases disposed of during the last three years; and
- (d) other steps being taken by Government to strengthen the rights of consumers?

**ANSWER**

THE MINISTER OF STATE, CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION

(SHRI ASHWINI KUMAR CHOUBEY)

(a) to (d): The Consumer Protection Act, 2019 provides for establishment of three-tier quasi-judicial machinery, called Consumer Commissions, at the District, State and National levels to provide simple and speedy redressal to consumer disputes. Several provisions have been made in the rules and the Consumer Protection Act, 2019 for expeditious resolution of grievances. These include, inter-alia, simplification of the adjudication process in the Consumer Commissions; filing of complaint from the Consumer Commission having jurisdiction over the place of work/ residence of the consumer irrespective of the place of transaction. Further, provisions have been made for e-filing and e-payment, video conferencing for hearing, deemed admissibility of complaints if admissibility is not decided within 21 days of filing; court monitored mediation to facilitate early disposal of cases; provision of product liability; penal provisions for manufacture/sale of adulterated products/spurious goods; and also prevention of unfair trade practice in e-commerce and direct selling.

Under the provisions of the Consumer Protection Act, 2019, E-Commerce Rules, 2020 and Direct Selling Rules, 2021 have been notified by Central Government for prevention of unfair trade practice.

Under the Consumer Protection Act 2019, the Central Consumer Protection Authority (CCPA) was established to regulate matters relating to consumer rights violations, unfair trade practices, and false or misleading advertisements that harm the public and consumer interests.

CCPA has issued two safety notices cautioning consumers against buying goods that do not hold valid ISI Mark and violate compulsory BIS standards, such as Helmets, Pressure Cookers and Cooking gas cylinders and other household goods including electric immersion water heaters, sewing machines, microwave ovens, domestic gas stoves with LPG etc.

In exercise of the powers conferred by Section 18 of the Consumer Protection Act, 2019, the Central Consumer Protection Authority (CCPA) has notified Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 on 9th June 2022, with the objective to curb misleading advertisements and protect the consumers, who may be exploited or affected by such advertisements.

The Department of Consumer Affairs takes a proactive approach in tackling the challenges presented by the ever-evolving online sector. Recently, the Department has noticed emergence of unfair trade practices known as “dark patterns” which involve using design and choice architecture to deceive, coerce, or influence consumers into making choices that are not in their best interest.

The Department of Consumer Affairs (DoCA) conducted an interactive consultation in Mumbai on June 13, 2023 with various stakeholders including e-commerce companies, industry associations etc.

In line with these efforts, the Department of Consumer Affairs, Government of India, has urged the e-commerce companies, industry associations to refrain from indulging in any design or pattern in the online interfaces of their platform that may deceive or manipulate consumer choices and fall into the category of dark patterns.

Department of Consumer Affairs has launched “Jagriti” , a mascot for empowering consumers and making them aware of their rights. By bringing the Jagriti Mascot, DoCA aims to strengthen its consumer awareness campaign presence in digital and multimedia and reinforce a young empowered and informed consumer as a top-of-mind consumer rights awareness recall brand.

As per the latest data available, there are 724 Consumer Commissions established in the country. 3,42,709 number of cases were disposed of during the last three years (2020-22) by the National Commission, State Commissions, Circuit Benches and District Commissions.

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