

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

**RAJYA SABHA
UNSTARRED QUESTION No. 197
TO BE ANSWERED ON 22.07.2025**

PROTECTION OF CONSUMERS WITH DISABILITIES

197. SHRI MANOJ KUMAR JHA

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

- (a) whether Central Government has taken steps to specifically protect the rights of consumers with disabilities under the Consumer Protection Act, 2019;
- (b) whether any guidelines or mechanisms exist towards the protection of the rights of consumers with disabilities;
- (c) whether the Central Government has conducted any awareness campaigns to address their specific concerns of consumers with disabilities;
- (d) the number of complaints filed by consumers with disabilities before Consumer Commissions in the last three years; and
- (e) whether the Central Government proposes to issue any specific rules, advisories for service providers and manufacturers to ensure non-discrimination and accessibility for disabled consumers?

ANSWER

THE MINISTER OF STATE, CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI B. L. VERMA)

(a) to (e) : Department of Consumer Affairs is continuously working for consumer protection and empowerment of all consumers including divyangjan consumers by enactment of progressive legislations. With a view to modernize the framework governing the consumer protection in the new era of globalization, technologies, e-commerce markets etc. Consumer Protection Act, 1986 was repealed and Consumer Protection Act, 2019 was enacted.

Salient features of the new Consumer Protection Act, 2019 are establishment of a Central Consumer Protection Authority(CCPA); simplification of the adjudication process in the Consumer Commissions such as enhancing pecuniary jurisdiction of the Consumer Commissions, online filing of complaint from the Consumer Commission having jurisdiction over the place of work/residence of the consumer irrespective of the place of transaction, videoconferencing for hearing, deemed admissibility of complaints if admissibility is not decided within 21 days of filing; provision of product liability; penal provisions for manufacture/sale of adulterated products/spurious goods; provision for making rules for prevention of unfair trade practice in e-commerce and direct selling.

The Consumer Protection Act, 2019 provides for a three tier quasi-judicial machinery at District, State and National level commonly known as “Consumer Commissions” for protection of the rights of consumers and to provide simple and speedy redressal of consumer disputes.

The National Consumer Helpline (NCH) is a single point of access to consumers across the country for their grievance redressal at a pre-litigation stage. Consumers can register their grievances from all over the country in 17 languages through a toll-free number 1915. These grievances can be registered on Integrated Grievance Redressal Mechanism (INGRAM), an omni-channel IT enabled central portal, through various channels- WhatsApp (8800001915), SMS (8800001915), email (nch-ca@gov.in), the NCH app, the web portal (consumerhelpline.gov.in) and the Umang app, as per their convenience.

To safeguard the interests of consumers from unfair trade practices in e-commerce, the Department of Consumer Affairs has notified the Consumer Protection (E-commerce) Rules, 2020 under the provisions of the Consumer Protection Act, 2019. These rules, inter-alia, outline the responsibilities of e-commerce entities and specify the liabilities of marketplace and inventory e-commerce entities, including provisions for consumer grievance redressal.

Under the provisions of the Consumer Protection Act, 2019, the Central Consumer Protection Authority (CCPA), an executive agency, came into existence on 24.07.2020. It is designed to intervene, to prevent consumer detriment arising from unfair trade practices and to initiate class action(s), including the enforcement of recalls, refunds and return of products. Its core mandate is to prevent and regulate false or misleading advertisements which are prejudicial to the public interest. The CCPA has already issued the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 (on 9th June, 2022), the Guidelines for Prevention and Regulation of Dark Patterns, 2023 (on 30th November, 2023), the Guidelines for Prevention and Regulation of Greenwashing and Misleading Environmental Claims, 2024 (effective 15th October 2024) and the Guidelines for Prevention of Misleading Advertisements in the Coaching Sector, 2024 (effective 13th November 2024).

The Bureau of Indian Standards (BIS) has published Indian Standards IS 17802 (Part 1): 2021 and IS 17802 (Part 2): 2022, which pertain to accessibility requirements for information and communication technology (ICT) products and services. Compliance with these standards has been made mandatory under Rule 15 of the Rights of Persons with Disabilities (Amendment) Rules, 2023, which amend the Rights of Persons with Disabilities Rules, 2017. These measures aim to ensure non-discrimination and accessibility for divyangjan, including in the services and products offered by service providers and manufacturers.

The Department has been conducting country-wide multimedia awareness campaigns titled “Jago Grahak Jago” under Consumer Awareness Scheme. All consumers including divyangjan are made aware of unfair trade practices, grievance redressal mechanisms and various other consumer related issues through almost all types of media including traditional media as well as digital media. Under the scheme, Grants-in-Aid are provided by the Department to States / UTs for carrying out activities on consumer awareness with local content in regional level. The Department has been actively using social media with various creatives, infographics and videos for consumer awareness.
