

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

RAJYA SABHA
UNSTARRED QUESTION No. 1954
TO BE ANSWERED ON 10.03.2026

SAFETY STANDARDS OF TOYS

1954. DR. SIKANDER KUMAR:

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

- (a) the details of specific penalties imposed on e-commerce platforms like Snapdeal, which was recently fined ₹5 lakh for selling toys without mandatory BIS certification;
- (b) the manner in which the Ministry ensures that the mandatory Toys (Quality Control) Order, 2020, is uniformly applied to both online and physical retail, particularly regarding safety standards; and
- (c) the steps being taken to ensure e-commerce platforms move beyond "seller self-declarations" and implement independent verification of ISI marks?

ANSWER

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

(a) to (c) : The Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry has issued the Toys (Quality Control) Order, 2020 making compliance to Indian Standards for Safety of toys and BIS certification compulsory for toys with effect from 1st January 2021. As per the Toys (Quality Control) Order, 2020, toys i.e. product or material designed or clearly intended, whether or not exclusively, for use in play by children of under 14 years of age shall conform to the Indian Standards for safety of toys and bear the Standard Mark (ISI Mark) under a BIS certification. Therefore, from 1st Jan 2021, manufacture, sale, import or distribution of toys without the BIS Standard Mark or ISI mark is prohibited under the BIS Act, 2016. Licences have been granted by BIS to domestic toy manufacturing units and have also been granted to foreign toy manufacturing units.

The Central Consumer Protection Authority (CCPA) has been established under the Consumer Protection Act, 2019 to regulate the matters related to violation of rights of consumers, unfair trade practices and false or misleading advertisements and protect and enforce the rights of the consumers as a class.

CCPA directed sellers of e-commerce platforms to recall toys which were being sold by them in violation of Quality Control Order (QCO) notified for toys and issued 13 notices to e-commerce entities and the sellers on these platforms such as Amazon, Flipkart and Snapdeal, stallion trading company, electronics bazar store etc. for sale of toys. A Penalty of Rs. Five Lacs Rupees has been imposed in **case of Snapdeal**.

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

BIS regularly monitors the performance of a certified manufacturing unit and conformity of the product through a system of market and factory surveillance which involves factory inspections, as well as testing of product samples drawn from the factory and market at BIS Labs or BIS recognized third party labs. For ensuring compliance to safety standards for products being sold through physical retail outlets, samples are collected from market also.

During the past 3 years, BIS has conducted 72 search & seizure operations under which toys were seized.

Year	No. of search & seizure operations
FY 2023-24	16
FY 2024-25	29
FY 2025-26 (upto 08.03.2026)	27

Legal prosecution under the BIS Act, 2016 is initiated against the defaulting seller, in which the concerned E-commerce platform is also included as a party. Legal-cum-Statutory Intimation Notices are issued by BIS to E-commerce companies wherever violations are detected, clearly demarcating their responsibilities under the BIS Act, 2016.
