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

RAJYA SABHA
UNSTARRED QUESTION No. 1000
TO BE ANSWERED ON 28.07.2026

CCPA ACTION AGAINST MISLEADING CLAIMS

1000. SHRI KARTIKEYA SHARMA

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

(a) whether Government has taken note of the increasing use of unsubstantiated claims like natural, organic, eco-friendly and similar environmental claims on food and consumer products;
(b) the details of action taken by the Central Consumer Protection Authority (CCPA) against such misleading claims, including the names of defaulting companies and penalties imposed during the last three years; and
(c) whether Government proposes to introduce a strengthened regulatory framework, including digital traceability and verifiable certification for products making environmental or organic claims, and the details thereof?

ANSWER

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

(a) to (c) The Department of Consumer Affairs has strengthened the consumer protection framework through the enactment of the Consumer Protection Act, 2019, to effectively address emerging challenges arising from globalization, technological advancements and e-commerce.

Section 2(28) of the Consumer Protection Act, 2019 defines "misleading advertisement" in relation to any product or service, as an advertisement, which— (i) falsely describes such product or service; or (ii) gives a false guarantee to, or is likely to mislead the consumers as to the nature, substance, quantity or quality of such product or service; or (iii) conveys an express or implied representation which, if made by the manufacturer or seller or service provider thereof, would constitute an unfair trade practice; or (iv) deliberately conceals important information.

The Central Authority i.e. Central Consumer Protection Authority (CCPA) has been established under Section10 (1) of Consumer Protection Act, 2019 to regulate matters relating to violation of rights of consumers, unfair trade practices and false or misleading advertisements which are prejudicial to the interests of public and consumers and to promote, protect and enforce the rights of consumers as a class.

The CCPA has notified the "Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022" on 9th June, 2022. These guidelines inter-alia provide for: (a) conditions for an advertisement to be non-misleading and valid; (b) duties of manufacturer, service provider, advertiser and advertising agency.

The CCPA has published "Guidelines for Prevention and Regulation of Greenwashing or Misleading Environmental Claims, 2024" on 15th October, 2024 to prevent greenwashing and misleading environmental claims, ensuring transparency and accuracy in advertisements related to environmental sustainability. “Greenwashing” or “misleading environmental claims” is a marketing tactic where companies falsely claim or exaggerate the environmental benefits of their products or services, often using vague or unsubstantiated terms such as “natural,” “eco-friendly”, or "green." This deceptive practice not only misleads well-intentioned consumers but also diverts attention from broader environmental efforts. The primary goal of these guidelines is to shield consumers from misleading information while promoting genuine environmental responsibility within the business community.

The National Consumer Helpline (NCH) portal (www.consumerhelpline.gov.in) is an automated grievance redressal portal that tries to resolve consumer grievances at the pre-litigation level. The grievances received on NCH are taken up with the concerned companies for their immediate redressal.

Ministry of Agriculture and Farmer’s Welfare has initiated Organic Certification to help small farmers reap these benefits, making farming systems more sustainable, prosperous, and profitable. Natural Farming Certification System (NFCS) for certification of natural farming produce initiated under the mission NFCS by Ministry of Agriculture adopts a digital online certification under Participation Guarantee System (PGS-INDIA NATURAL) With logo “PGS-INDIA NATURAL”. More than 22.47 lakh farmers have been registered under the natural farming certificates. Natural Farming certified products are available in the market as well as on Open Network for Digital Commerce (ONDC) for Business to Consumer sales.

National Programme for Organic Production (NPOP) which is a third-party Certification for organic products is managed by Agricultural and Processed Food Products Export Development Authority (APEDA) (Ministry of Commerce and Industry) for export and large-scale domestic production.

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