

Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs

LOK SABHA
UNSTARRED QUESTION NO. 597
TO BE ANSWERED ON 19.12.2017

CONSUMER PROTECTION BILL, 2015

597. KUNWAR BHARATENDRA: SHRI CHANDRA PRAKASH JOSHI:
SHRIMATI MAUSAM NOOR:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री be pleased to state:

- (a) whether the Government is aware of an increase in the number of advertisements of various products by celebrities in electronic and print media, often citing false claims and misleading consumers, if so, whether the Government is considering to regulate the same by enforcing necessary legislations and if so, the details thereof;
- (b) whether the Government plans to make stringent provisions in the current consumer protection laws to tackle misleading advertisement, as well as to fix liability on endorsers/celebrities, if so, the details thereof indicating the major initiatives envisaged in the Consumer Protection Bill, 2015 which will enhance consumer protection for the general public;
- (c) whether the Government included the word “Endorsement” in the body of the Consumer Protection Bill, 2015 as recommended by the Standing Committee, if so, the details thereof along with the suggestions and comments of the standing committee incorporated in the amended version of the Bill and if not, the reasons therefor;
- (d) whether the Government also clarified the definitions relating to misleading false and objectionable advertisements under the provision 2 (41) (f) of the above said bill and if so, the details thereof;
- (e) whether the Government also intends to give some legal teeth to advertising code which is being followed by the Advertising Standards Council of India to compel the misleading advertisers to issue corrective advertise; and
- (f) whether the Government intends to bring some punitive measures to be incorporated in the advertising code to cater to consumer interests, if so, the details thereof?

ANSWER

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री
(श्री सी. आर. चौधरी)

**THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI C. R. CHAUDHARY)**

(a) & (b) : With a view to carry out comprehensive amendments to the existing Consumer Protection Act, 1986, the Government has already introduced the Consumer Protection Bill, 2015 in Parliament. The Bill seeks to provide for establishment of an executive agency to be known as the Central Consumer Protection Authority, which will, inter alia, deal with the problem of misleading advertisements. Other salient features of the Bill which would enhance consumer protection are provision for alternate dispute redress through mediation, provision for product liability to deter manufacturers and service providers from causing harm, simplification of the dispute adjudication process by the Consumer Fora which include deemed admissibility of complaints after 21 days of filing, empowerment of Consumer Commissions to enforce their orders, ease of approaching Consumer Commissions by way of filing complaints from place of residence and e-filing of complaints and videoconferencing for hearing.

(c) to (f) : In the context of the Consumer Protection Bill, 2015, the Parliamentary Standing Committee on Food, Consumer Affairs and Public Distribution has made certain recommendations including incorporating the word "Endorsement" in the body of the Bill, to clarify the definitions relating to misleading, false and objectionable advertisements, and giving some legal teeth to advertising code of the Advertising Standards Council of India. The recommendations of the Parliamentary Standing Committee have been examined and further action in this regard is under consideration.
