

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

LOK SABHA
UNSTARRED QUESTION NO. 1041
TO BE ANSWERED ON 24.07.2018

E-COMMERCE PLATFORMS

1041. SHRI DUSHYANT SINGH:

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

- (a) whether the Government is taking any steps to protect the interests of the consumers who buy commodities from the e-Commerce platforms;
- (b) if so, the details thereof and if not, the reasons therefor;
- (c) whether the Government plans to spread awareness about consumer rights in the identified rural areas of low digital literacy; and
- (d) if so, the details thereof and if not, the reasons therefor?

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): A consumer can file a complaint relating to e-commerce transactions before a Consumer Forum of appropriate jurisdiction set up under the provisions of the Consumer Protection Act, 1986. In addition, a consumer can lodge his complaint in the online portal 'Integrated Grievance Redress Mechanism (INGRAM)' and the National Consumer Helpline. Further, to better protect the interest of the consumers, provisions have been made in the Consumer Protection Bill, 2018, already introduced in the Lok Sabha, for making rules for the purposes of preventing unfair trade practices in e-commerce and also to protect the interest and rights of consumers.

(c) to (d) : The Government carries out a multi-media "Jago Grahak Jago" campaign on Pan-India basis covering both rural and urban areas through print, electronic and outdoor media. Grants-in-aid is also released to States/UTs for creating consumer awareness in the respective States/UTs at local level in their regional languages so as to further ensure that the campaign reaches the rural and backward areas of the country. The Department of Consumer Affairs has also started taking part in rural Fairs/Melas where a large number of people congregate.
