

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

**LOK SABHA  
UNSTARRED QUESTION NO. 1799 (OIH)  
TO BE ANSWERED ON 13.12.2023**

**OBJECTIVES OF CONSUMER PROTECTION PROGRAMME**

1799. SHRI GUMAN SINGH DAMOR:  
(OIH)

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

- (a) the main objectives of consumer protection programme;
- (b) the acts and regulations applicable for consumer protection and action taken in Madhya Pradesh under these Acts and Regulations during the last three years;
- (c) the procedure through which purity of gold and silver jewellery checked and the places where testing laboratories are located;
- (d) the details of steps taken to prevent adulteration in gold and silver ornaments; and
- (e) the details of action taken to curb unfair trade practices in tribal dominated areas of Sailana, Bajna, Thandala, Meghnagar, Petlawad, Rama, Jhabua, Ranapur, Jobat, Udaipur, Chandrashekhar Azad Nagar, Kattiwada, Alirajpur and Sondwa development blocks under Ratlam Lok Sabha constituency?

**ANSWER**

**उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री  
(श्री अश्विनी कुमार चौबे)**

**THE MINISTER OF STATE  
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
(SHRI ASHWINI KUMAR CHOUBEY)**

(a) : Department of Consumer Affairs is continuously working for consumer protection and empowerment of 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protection in the new era of globalization, technologies, e-commerce markets etc Consumer Protection Act, 1986 was repealed and Consumer Protection Act 2019 was enacted.

The Consumer Protection Act, 2019 provides for redressal of the grievances of consumer through specialized three-tier quasi-judicial agencies, now commonly known as 'National Consumer Disputes Redressal Commissions (NCDRC)' at National level, 'State Consumer Disputes Redressal Commission (SCDRC)' at State level, and 'District Consumer Disputes Redressal Commission(DCDRC)' at District level.

The Act also provides for, inter-alia, simplification of the adjudication process in the Consumer Commissions; filing of a complaint by a consumer in the Consumer Commission having jurisdiction with respect to his place of work/residence irrespective of place of transaction and place of business or residence of the opposite parties, e-filing and e-payment, video conferencing for hearing, deemed admissibility of complaints if admissibility is not decided within 21 days of filing; mediation to facilitate early disposal of cases; provision of product liability.

Provision for filing cases online through e-Daakhil has been introduced in NCDRC and Consumer Commissions of 35 States/UTs at the district and state level for speedy and hassle-free resolution of cases.

Section 38(7) of the Consumer Protection Act, 2019 prescribes that every complaint shall be disposed of as expeditiously as possible and endeavour shall be made to decide the complaint within a period of three months from the date of receipt of notice by opposite party where the complaint does not require analysis or testing of commodities and within five months if it requires analysis or testing of commodities.

Department of Consumer Affairs has notified 17 Rules and 6 Regulations under the Consumer Protection Act, 2019 for the protection of rights and interests of consumers which, inter-alia, includes E-Commerce Rules, Direct Selling Rules, Mediation Rules, Search and Seizure and Compounding of offences by the Central Authority and Crediting of Penalty Rules etc.

Government has also taken several initiatives recently for the protection of consumers from misleading and deceptive advertisements, fake reviews, and unfair trade practices. Under the provisions of the Consumer Protection Act, 2019, the Central Consumer Protection Authority (CCPA) has been established w.e.f 24.07.2020 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 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) certain stipulations in respect of bait advertisements and free claim advertisements; and, (c) duties of manufacturer, service provider, advertiser and advertising agency.

The Central Consumer Protection Authority has also issued “Guidelines for Prevention and Regulation of Dark Patterns, 2023” on 30th November, 2023 for prevention and regulation of dark patterns listing 13 specified dark patterns.

The Bureau of Indian Standards (BIS) has notified framework on ‘Online Consumer Reviews — Principles and Requirements for their Collection, Moderation and Publication’ on 23.11.2022 for safeguarding and protecting consumer interest from fake and deceptive reviews in e-commerce. The standards are voluntary and are applicable to every online platform which publishes consumer reviews. The guiding principles of the standard are integrity, accuracy, privacy, security, transparency, accessibility and responsiveness.

The Department has revamped, the National Consumer Helpline (NCH) which has emerged as a single point of access to consumers across the country for grievance redressal at 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- Whats App, SMS , mail , NCH app, web portal, Umang app as per their convenience.

This helpline works in a dedicated manner from 8 AM to 8 PM on all seven days of the week except national holidays. For this purpose, an exclusive call centre has been established and to facilitate increase of access to our consumers, callback facility is also available from 8 PM to 8 AM. Further, NCH has also partnered with prominent stakeholders, namely- private companies, regulators, ombudsman government agencies to bring them altogether on a single online IT platform where in all grievances are collated in a central repository with unique docket numbers.

The Department is also implementing an exclusive scheme namely “Consumer Awareness” to generate consumer awareness and empower the consumers under the aegis of “Jago Grahak Jago” campaign through various media including electronic, outdoor and social media.

The Department in 2022-23 has launched “Jagruti”, a mascot for empowering consumers and generating awareness of their rights. Jagruti is projected as an empowered young consumer.

The Department participates in prominent fairs/festivals/events where a large number of people may congregate. The Department also releases grant-in-aid to various States/UTs for generating awareness at local level.

(b) : Under the provision of the Consumer Protection Act, 2019 and Rules, during the last three years, number of cases registered and disposed in Madhya Pradesh is as follows:

Year	State Commission		District Commission	
	Filed	Disposed	Filed	Disposed
2020	933	902	11896	4385
2021	643	1279	16791	7835
2022	1419	3829	14872	17305
2023 (Upto Nov, 2023)	1842	2927	8869	13336

(c) : Purity of gold jewellery/artefacts are tested through fire assaying as per Indian Standard IS 1418 ‘Determination of gold in gold bullion, gold alloys and gold jewellery/artefacts – Cupellation (fire assay) method’ while purity of silver jewellery/artefacts are tested through assaying as per Indian Standard 2113 ‘Assaying Silver in Silver and Silver alloys - Methods’ Testing and marking of gold and silver jewellery and artefacts are carried out by testing laboratories recognised by BIS as Assaying and Hallmarking Centres (AHCs). Recognition is given to these laboratories by verifying their infrastructure and competence of its personnel as per IS 15820 ‘General requirements for establishment and operation of Assaying and Hallmarking Centres’. The list of Assaying and Hallmarking centers is available on BIS website ([www.bis.gov.in](http://www.bis.gov.in)).

(d) : In order to ensure that the purity of a hallmarked article is as per declared and marked purity as well as that testing and hallmarking of gold and silver jewellery/artefacts have been carried out only after following complete testing procedures, regular market surveillance of jewellers and surveillance audits of AHCs are carried out by BIS.

During market surveillance of jewelers, samples of hallmarked jewellery are drawn from registered jeweller outlet and are sent to BIS referral assay laboratories for testing their purity against declared and marked fineness. Suitable actions are taken against jewellers as well as AHC which had hallmarked the article in cases of failure as per Hallmarking Guidelines.

Number of market surveillance of jewellers and surveillance audits carried out during last 5 years are given below:

Year	Market samples drawn from jewellers	Surveillance audits of AHCs
2018-19	5750	420
2019-20	5512	436
2020-21	356	111
2021-22	12995	2641
2022-23	38846	979
2023-24 (till 08.12.2023)	25359	365

(e) : Since inception, consumer cases filed and disposed in Ratlam and Jhabua District Consumer Disputes Redressal Commission are as under:

Jhabua		Ratlam	
Filed	Disposed	Filed	Disposed
386	266	2449	2140

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