

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

**LOK SABHA**  
**UNSTARRED QUESTION NO. 1292**  
**TO BE ANSWERED ON 09.02.2022**

**E-COMMERCE RULES**

1292. SHRI S. JAGATHRAKSHAKAN:

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

- (a) whether the draft e-commerce rules are likely to hamper day to day business activities as the rules are extremely prescriptive on minute aspects of doing business such as font size in the invoice, the number of persons to be appointed for grievance redressal and compliance, promotions and ads, use of brand name of the entity, user interface in displaying products over and above existing legal requirements thus ultimately providing no added value to customers or businesses;
- (b) if so, the details thereof and the remedial steps proposed to be taken by the Government to address these issues; and
- (c) if not, the reasons therefor?

**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) to (c) : Under the provisions of the Consumer Protection Act, 2019, it has been provided to protect consumers from unfair trade practices in e-commerce. Under this provision the Central Government notified the Consumer Protection (E-commerce) Rules on 23<sup>rd</sup> July 2020. The rules set forth the duties of e-commerce entities and specify liabilities of marketplace and inventory e-commerce entities, including customer grievance redressal.

Keeping in view the dynamic nature of e-commerce sector and to address new and emerging concerns affecting consumers in e-commerce, the Department of Consumer Affairs published the proposed amendments to the E-Commerce rules for comments and inputs from various stakeholders including industry associations, consumer organizations, major e-commerce entities and law chairs.

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