

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

LOK SABHA
UNSTARRED QUESTION NO. 5597
TO BE ANSWERED ON 06.04.2022

AMENDMENT IN CONSUMER PROTECTION RULES

5597. SHRI KRIPANATH MALLAH: SHRI M.K. RAGHAVAN: SHRI DEEPAK BAIJ:

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 has initiated the process of notifying amendment in the Consumer Protection (Direct Selling) Rules 2021 so that the same is in line with the provisions within the Consumer Protection Act, 2019, which outlines a network of sellers in the definition of direct selling;
- (b) if not, the steps being taken with respect to provide a differentiation between direct selling business and pyramid schemes so that livelihood of over 74 lakhs direct selling in the country (as per Indian Direct selling association annual survey 2019-20) is protected;
- (c) the steps being taken by the Government to ensure that the Consumer Protection (Direct Selling) Rules 2021 doesn't adversely affect the working of companies and direct sellers associated with the Direct Selling industry in the country; and
- (d) the steps being taken to implement One Nation One Ration Card Scheme in Kerala?

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 Consumer Protection Act, 2019, Consumer Protection (Direct Selling) Rules, 2021 have been notified on 28.12.2021 for prevention of unfair trade practices in direct selling and for regulation of direct selling entities and direct sellers to ensure protection of consumer rights.

(d) : Under the One Nation One Ration Card (ONORC) plan, the facility of portability of ration cards has so far been enabled in 35 States/UTs, including the State of Kerala, covering about 77 Crore NFSA beneficiaries
