

GOVERNMENT OF INDIA
MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
DEPARTMENT OF CONSUMER AFFAIRS

RAJYA SABHA
UNSTARRED QUESTION No.2005

TO BE ANSWERED ON 17.03.2023

MISLEADING ADVERTISEMENT ON SOCIAL MEDIA

2005. SHRI PABITRA MARGHERITA

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) the initiatives taken by Government to safeguard the interests of consumers using ecommerce and other social media platforms;
- (b) the number of complaints related to forgery, unfair trade practices and misleading advertisements, raised by consumers using e-commerce and other social media platforms, received by Government; and
- (c) action taken by Government to prevent the violation of consumer rights while purchasing goods over the internet, the details thereof;

ANSWER

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

(a) to (c) : The Consumer Protection Act, 2019 provides for establishment of a three tier quasi-judicial mechanism – District Consumer Disputes Redressal Commissions, State Consumer Disputes Redressal Commissions and National Consumer Disputes Redressal Commission, where consumers can file consumer complaints for redressal including those pertaining to transactions on e-commerce platforms.

Further, under the provisions for prevention of unfair trade practices in e-commerce of this Act, the Government has notified Consumer Protection (e-commerce) Rules, 2020 to safeguard the interests of consumers.

The Government has also setup the Central Consumer Protection Authority (CCPA) to inquire into unfair trade practices that affect the rights of consumers as a class.

The National Consumer Helpline (NCH) receives grievances of consumers through telephone, web portal, letters, SMS, emails etc. and through the Mobile App. These grievances are taken up with the concerned entities for resolution.

Total 3,57,616 grievances with respect to e-commerce companies have been reported by consumers on the National Consumer Helpline during calendar year 2022 which, inter-alia, relates to delivery of defective products, paid amount not refunded, non/delay in delivery of product, deficiency in services etc.
