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A COMPARATIVE STUDY OF THE INDIAN CONSTITUTION AND THE CONSUMER PROTECTION ACT, 2019

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1. INTRODUCTION TO CONSUMER PROTECTION LAWS:

- BRIEF HISTORY OF CONSUMER PROTECTION LEGISLATION IN INDIA . –The Indian legal system experienced a revolution with the enactment of the Consumer Protection Act of 1986 [“CPA”], which was specifically deigned to protect consumer interests. The CPA was passed with avowed objectives. It is intended to provide justice which is “less formal, [and involves] less paper work, less delay and less [expense]”. The CPA has received wide recognition in India as poor man’s legislation, ensuring easy access to justice. However, the CPA simply gives a new dimension to rights that have been recognized and protected since the ancient period. It is rightly said that “the present-day concern for consumer rights . . . is not new and that consumer’s rights like the right to have safe, un-adulterated and defect-free commodities at appropriate prices has been recognized since ancient times.”⁵⁵ Two decades of experience with the operation of the CPA shows its popular acceptance and the legal preference of injured consumers to enforce their rights under it. The CPA commands the consumer’s support because of its cost-effectiveness and user-friendliness. In fact, the CPA creates a sense of legal awareness among the public and at the same time, brings disinterest to approach traditional courts, especially on consumer matters. It has changed the legal mindset of the public and made them think first of their remedies under the CPA, regardless of the nature of their case. In short, the CPA has instilled confidence among the “teeming millions” of impoverished litigants. The way in which the consumer fora are flooded with cases and the mode in which these cases are being disposed off creates an impression of “judicial populism” in India in the arena of consumer justice. The greatness of the CPA lies in its flexible legal framework, wider jurisdiction and inexpensive justice. One can find in the CPA a mixture of principles of torts and contracts. Simply speaking, it is “a shorthand term to indicate all the many different aspects of general law.”⁵⁶ Basically, the CPA

liberalizes the strict traditional rule of standing and empowers consumers to proceed under the CPA.⁵⁷ Consumer groups, the central or any state government are all empowered to lodge complaints under the CPA.⁵⁸ This liberalization shows the care that has been taken to represent and fight for the cause of weak, indifferent and illiterate consumers. The novelty of the CPA is the inclusion of both goods and services within its ambit. The consumer can bring suit for defective products as well as for deficiency of services.⁵⁹ In the event of any deficiency, all services, whether provided by the government or private companies, can be questioned under the CPA. The CPA also liberalized rigid procedural requirements and introduced simple and easy methods of access to justice. To proceed under the CPA, the consumer need only pay a nominal fee and need not send any notices to the opposite party. A simple letter addressed to the consumer forum draws enough attention to initiate legal action. Another major procedural flexibility is the option the consumer has to engage a lawyer. If the consumer prefers, he can represent himself. The simple measures of action drive consumers to avail themselves of the benefits of the CPA. The CPA initiated a legal revolution by ushering in the era of consumers and developing a new legal culture among the masses to take recourse under the CPA regardless of their grievance. The Consumer Disputes Redressal agencies, the National Commission, the State Commission, and the District Fora are working together in a way that is revolutionizing the present Indian legal system and challenging the traditional system of delivering justice. With easy access to the courts guaranteed by the CPA, consumers now wage legal battles against unscrupulous traders or service providers without any hesitation. The Indian government is also taking an active interest in protecting consumer rights and promoting effective consumer movements. In 2003, the Planning Commission of India identified “Consumer Awareness, Redressal, and Enforcement of the Consumer Protection Act of 1986” as a priority, and as a result, a national action plan was prepared. The consumer fora created by the CPA have proven to be effective, disposing of thousands of cases with few legal formalities, and leading the way toward well-founded consumer jurisprudence in India. The traditional Indian legal system, in addition to a huge backlog of cases, is experiencing a litigation explosion in the area of consumer protection. According to one report, the total number of consumer cases pending in different fora was 359,469 cases as of June, 2004.⁶⁰ Around 45,798 cases have been filed before the national commission since its inception. At present, 8,884 cases are pending disposal.⁶¹ The huge backlog of consumer cases before consumer fora is forcing the Indian legal systems to think of “alternatives” for speedy disposal of consumer cases. India, home to the majority of the world’s consumers, is committed to working for the welfare of consumers

through new legal innovations¹.

- EVOLUTION OF CONSUMER RIGHTS AWARENESS AND THE NEED

FOR ROBUST LEGAL FRAMEWORKS. -- Consumer rights awareness has evolved significantly over the years, driven by factors like globalization, increased access to information, and advancements in communication technology. As consumers become more informed about their rights, they demand greater transparency, accountability, and protection from businesses and governments.

This heightened awareness has underscored the need for a robust legal framework to safeguard consumer rights effectively. Laws and regulations must adapt to address emerging issues such as e-commerce, data privacy, product safety, and fair competition. Moreover, enforcement mechanisms need to be strengthened to ensure compliance and hold violators accountable.

In today's interconnected world, where consumers can quickly share experiences and grievances online, businesses are increasingly recognizing the importance of maintaining good consumer

¹ Historical Evolution of Consumer Protection and Law in India (jccl_india.pdf) available at jtexconsumerlaw.com/v11n3/jccl_india.pdf last seen at 05/04/2024.

relations and adhering to ethical practices. A comprehensive legal framework not only protects consumers but also fosters trust in the marketplace, ultimately benefiting both consumers and businesses alike.

2. OVERVIEW OF THE CONSUMER PROTECTION ACT, 2019 (CPA):

- **KEY OBJECTIVES AND PRINCIPLES OF THE CPA.** -- When examining the 'objectives of the Consumer Protection Act, 1986', it is crucial to recognize that the Act serves a broader purpose than merely providing legal recourse for aggrieved consumers. The fundamental objectives of this Act are:

- **Protection of Consumers:** The primary objective is to protect consumers from hazardous goods, deficient services, and unfair trade practices.
- **Promoting Consumer Rights:** The Act emphasizes six consumer rights, including the right to safety, information, choice, representation, redressal, and consumer education.
- **Consumer Redressal:** To provide a simple, inexpensive, and fast mechanism for resolving consumer disputes.
- **Regulating Trade Practices:** To curb and control restrictive and unfair trade practices.

These objectives reflect the Act's dedication to not only protect consumers but also ensure they have adequate knowledge and understanding of their rights².

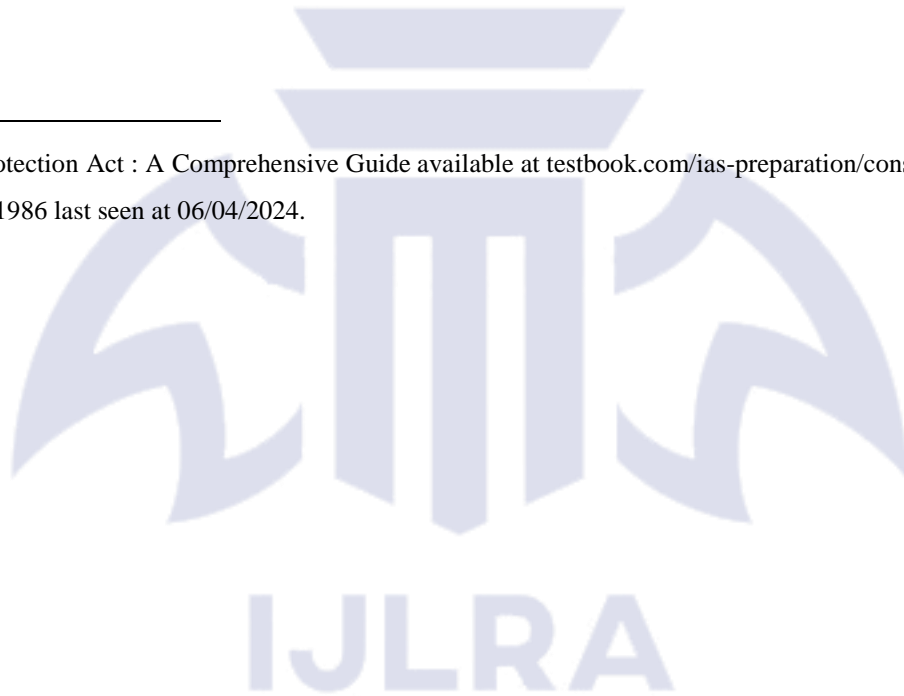
- SIGNIFICANT AMENDMENTS INTRODUCED BY THE 2019 ACT COMPARED TO PREVIOUS LEGISLATION. –

1. **Expansion of Consumer Rights:** The 2019 Act enhances consumer rights by recognizing new rights such as the right to seek compensation for unfair or restrictive trade practices, the right to

be informed about the quality, quantity, potency, purity, standard, and price of goods or services, and the right to seek redressal against unfair contracts.

2. Introduction of Central Consumer Protection Authority (CCPA): The Act establishes the CCPA, a regulatory body with the mandate to promote, protect, and enforce consumer rights. The CCPA has the power to investigate violations of consumer rights, order recalls of unsafe goods, impose penalties on violators, and issue guidelines on consumer protection issues.

² Consumer Protection Act : A Comprehensive Guide available at testbook.com/ias-preparation/consumer-protection-act-1986 last seen at 06/04/2024.



3. **Enhanced Penalties:** The Act introduces stricter penalties for various offenses, including misleading advertisements, sale of adulterated goods, and failure to comply with orders of consumer dispute redressal commissions. The penalties include fines and imprisonment, providing a stronger deterrent against consumer rights violations.

4. **Mediation as a Dispute Resolution Mechanism:** The Act promotes mediation as an alternative dispute resolution mechanism for resolving consumer disputes. It establishes Consumer Mediation Cells at the district, state, and national levels to facilitate mediation between consumers and businesses.

5. **E-commerce Regulation:** The Act introduces provisions specifically addressing e-commerce transactions, including the liability of e-commerce platforms for the sale of counterfeit or adulterated goods, the obligation to provide accurate information to consumers, and the establishment of e-commerce dispute resolution mechanisms.

6. **Product Liability:** The Act introduces the concept of product liability, holding manufacturers, sellers, and service providers liable for any harm caused to consumers due to defective products or deficient services. It provides consumers with the right to seek compensation for injuries or damages caused by defective products or services.

Overall, the 2019 Consumer Protection Act represents a significant overhaul of consumer protection legislation in India, aiming to strengthen consumer rights, enhance regulatory oversight, and provide effective mechanisms for redressal of consumer grievances in the modern marketplace.

- SCOPE AND APPLICABILITY OF THE CPA IN ADDRESSING

CONSUMER GRIEVANCES. -- Understanding ‘Consumer Protection Act is applicable to’ which sectors, services, and individuals is crucial. Broadly speaking, the Act applies to all types of transactions, including online and offline, for the purchase of goods and services. Specifically, the Act applies to:

- Goods purchased for self-use or consumption.
- Services utilized which include banking, transportation, insurance, among others.
- All sales, whether online or offline, and irrespective of the monetary value involved.
- Unfair trade practices or restrictive trade practices.



This wide applicability is significant in providing a universal set of standards and legal procedures for protecting consumer rights across India.

3. CONSTITUTIONAL FOUNDATIONS OF CONSUMER PROTECTION:

- EXAMINATION OF RELEVANT CONSTITUTIONAL PROVISIONS RELATED TO CONSUMER RIGHTS -- In many countries, constitutional provisions related to consumer rights may vary, but they generally encompass principles of equality, protection, and due process that indirectly impact consumer rights. Here are some common constitutional provisions that may relate to consumer rights:

1. Right to Equality: Most constitutions guarantee the right to equality before the law. This principle ensures that consumers are treated fairly and without discrimination in transactions and legal proceedings.

2. Right to Life and Dignity: Constitutions often include provisions protecting the right to life and dignity. This can extend to ensuring access to safe and healthy products and services that do not endanger consumers' lives or dignity.

3. Right to Information: Consumers have the right to access information about products and services they purchase. Constitutional provisions related to freedom of speech and expression may support this right by enabling consumers to seek and receive information from various sources.

4. Right to Property: Consumers have the right to own property, including the goods and services

they purchase. Constitutional protections of property rights may be relevant in cases of defective products, fraud, or unfair trade practices.

5. Right to Redress and Remedies: Constitutional guarantees of access to justice and effective remedies are crucial for consumers seeking redress for grievances against businesses. This includes the right to seek compensation for harm caused by defective products or unfair business practices.



6. Right to Health and Environment: Some constitutions explicitly recognize the right to a healthy environment and the protection of public health. These provisions may support consumer rights related to product safety, environmental sustainability, and access to essential goods and services.

7. Consumer Protection Legislation: While not strictly constitutional provisions, many countries have enacted consumer protection laws that are consistent with constitutional principles. These laws establish specific rights and remedies for consumers and may be supported by constitutional provisions guaranteeing the rule of law and the protection of individual rights.

- CONSTITUTIONAL SAFEGUARDS FOR CONSUMER INTERESTS VIS-À-VIS BUSINESS INTERESTS. –

1. Right to Equality (Article 14): Ensures that businesses treat consumers equally without discrimination, ensuring fair practices in goods and services offered.

2. Right to Life (Article 21): Protects consumers from hazardous products or services that could endanger their health or safety.

3. Right to Information (Article 19(1)(a)): Empowers consumers to make informed decisions by ensuring businesses provide accurate and transparent information about their products and services³.

4. Directive Principles of State Policy (Part IV): Mandates the State to protect consumer interests and ensure social and economic justice, guiding legislation and policies related to consumer protection⁴.

5. Right to Protection against Hazardous goods : The Act gives every customer the right to be protected against hazardous goods and service which are dangerous to life and property. Hazardous goods include for example adulterated foods, narcotic drugs: weak cement etc all these being dangerous to life as well as property. Even though government authority has several law at their disposal for the prevention of marketing of hazardous goods and services yet any consumer who has been injured either in his person or property may come for protection and he will have a speedy and effective remedy for redressal.

The Law of Torts generally deals with the subject matter of dangerous goods. The leading case relating to dangerous goods is that of *Donoghue v. Stevenson* in which it was held that a producer sending goods into the market would be liable to the ultimate consumer if his person or property is injured by the normal use of the goods.

³ Constitution of India Bare Act by Professionals

⁴ Consumer Protection Act Bare Act by Lexis Nexis



In this celebrated case a manufacturer who sold a substandard article to a retailer who sold it to a consumer was held liable to a friend of the consumer who after consuming it became ill, in fact, her illness was aggravated when remains of a dead snail which sprang from a bottle of drink her had already taken. This landmark decision expanded the category of a person's liability. From the producer to the ultimate consumer every person in the chain has been made liable.

In another leading case of *Grant v. Australian Knitting Mills* [8] liability was attached to the weavers of trousers which contain some chemical because of which the person who wore those trousers had the problem of dermatitis (skin disease)

6. Right to information --

consumer has the right to be informed about the quality, quantity, potency, purity, standard and price of goods or service, as the case may be, he buys or avails of. Right of information has been given to the customers to protect them from unfair trade practices. The term unfair trade practice has been described in Section 2 (1) (r).

Unfair trade practices include a false representation that goods or services are of particular standard, quality, grade etc.; any false warranty or guarantee of performance of the goods or services; publication of advertisement for sale or supply of goods or service at a bargain price that is not intended to be offered for sale or supply at the bargain price; offering of gifts, prizes or other items with the intention of not providing them as offered or creating an impression that something is being offered free of charge when it is not so in reality.

The case of *Consumer Protection Council v. National Dairy Development Board* can be usefully cited here. In this case, the complainant wanted to know that how the dairy board was using the imported palmolein oil but the Board was not furnishing the requisite information because according to it the figures were privileged from disclosure in the public interest. It was held that the complainant had the right to information.

In *India photographic Co v. HD Shourie*, an importer of films was not able to print prices on films because the nature of his trade did not permit him to open packages. Therefore, he was directed to make a condition of attaching price tags to each item before selling them to his retailers. Similarly, when Rs.88/- was charged for an article which showed the price Rs.75 inclusive of taxes the buyer was given compensation for Rs.500/-.

In cases of unfair trade practices, the consumer may apply either the Monopolies Commission under the MRTP act or to the Forum constituted under the Consumer Protection Act, 1986.

7. Right of Access to Variety of Goods and Services at Competitive Prices:

Every consumer has a right to access variety of goods and services at competitive prices. This can be done only when there is an organization of market and fixation of market prices in such a



way that all dealers are supplied with variety of goods for benefit of the consumer and the goods are being offered at competitive prices

This responsibility of bringing organization of market and market prices has been cast upon the Central Consumer Protection Council by the Act. Certain liberty has been given to the shopkeepers in respect of marketing so that goods and services of variety may become available at competitive prices.

When a matter is brought to the notice of the Monopolies Commission that a shopkeeper is insisting upon his customers to buy goods of one sort only, leaving them with no choice, the Commission will inquire into whether the shopkeeper is tied up by a producer so that it can liberate him to have his choice as to stock-in-trade. This power has now also been given to the Central Consumer Protection Council by s. 6(c).

8. Right to be Heard and Receive Due Consideration at Appropriate Forums:

Every customer has the right to be heard and received due consideration at appropriate forums. The Central Consumer Protection Council has been charged with the responsibility of ensuring that each customer dispute and disagreement is heard properly and of assuring that consumer's interest will receive due consideration at appropriate forums.

9. Right against Unfair or Restrictive Trade Practices, Unscrupulous Exploitation: Every customer has the right to seek redressal against unfair trade practices or restrictive trade practices or unscrupulous exploitation. This responsibility has also been given to the Central Consumer Protection Council.

When goods are marketed with ISI mark but in reality they do not correspond with the requisite standard, where the money for the purchase of a car is deposited in advance but no car is given within the prescribed time, where the lawn is booked for marriage on non-refundable deposit but on the rescheduling of the marriage date the lawn is not made available for marriage when in fact it was free that day, selling old renovated goods as new, selling oil which can cure baldness or medicines or which can cure leucoderma when in fact they are not capable of curing these problems, are all included in unfair trade practices.

6. Right to Consumer Education:

Every consumer has a right to education which means that every consumer must be made aware of his rights as well as his legal remedies. As VM Shukla has observed in the preface of his book Legal Remedies that where people do not exercise their legal remedies, the system of remedies tends to become rusted. People should have knowledge of their rights and the availability of legal remedies when such rights are curtailed.

By section 6(f) the Central Consumer Protection Council has been charged with the responsibility of providing proper education to the people in terms of their remedies under the



Consumer Protection Act. Every individual is a consumer. When all of them are made aware of their rights, they may help themselves against exploitation by manufactures and traders⁵.

4. JUDICIAL INTERPRETATIONS AND PRECEDENTS:

- REVIEW OF LANDMARK JUDICIAL DECISIONS SHAPING CONSUMER PROTECTION JURISPRUDENCE IN INDIA. –

1. Vishnu Agencies v. Commercial Tax Officer (1997): This case is significant as it established the doctrine of unfair trade practices under the Consumer Protection Act, 1986. The Supreme Court held that unfair trade practices are actionable under the Act, providing consumers with a legal remedy against deceptive or unfair practices by businesses.

2. Cadila Healthcare Ltd. v. Cadila Pharmaceuticals Ltd. (2001): In this case, the Supreme Court emphasized the importance of providing clear and accurate information to consumers. It held that misleading advertisements violate consumer rights and can lead to legal action under consumer protection laws.

3. Lucknow Development Authority v. M.K. Gupta (1993): This landmark decision clarified the definition of "service" under the Consumer Protection Act, 1986, to include activities performed by professionals and non-governmental organizations. It expanded the scope of consumer protection to cover a wide range of services beyond traditional goods.

4. Hindustan Motors Ltd. v. Swaraj Kumar Banerjee (2002): This case highlighted the liability of manufacturers for defective products under the Consumer Protection Act, 1986. The Supreme Court held that manufacturers are responsible for ensuring the safety and quality of their products, and consumers have the right to seek compensation for damages caused by defects.

5. Amarnath Ashok v. Union of India (2018): In this case, the Supreme Court reiterated the importance of protecting consumer interests in the digital age. It emphasized the need for robust regulations to address emerging issues such as e-commerce fraud, data privacy, and online consumer disputes.

⁵ Legal Services in India E-Journal – Aims and Objectives of the Consumer Protection Act available at legalserviceindia.com/legal/article last seen on 07/04/2024.



5. CHALLENGES AND GAPS IN CONSUMER PROTECTION:

- IDENTIFICATION OF CHALLENGES AND GAPS IN THE EXISTING LEGAL FRAMEWORK FOR CONSUMER PROTECTION.

1. **Digital Protection:** With the continued growth of e-commerce and digital services, there are challenges in regulating online transactions, ensuring data privacy, and addressing issues such as online fraud and cybercrime.
2. **Complex Supply Chains:** Globalization has led to increasingly complex supply chains, making it difficult to trace the origins of products and hold accountable all parties involved in the production and distribution process.
3. **Emerging Technologies:** Rapid advancements in technologies like artificial intelligence, IoT (Internet of Things), and biotechnology present new challenges in terms of ensuring the safety, reliability, and ethical use of products and services.
4. **Cross-Border Transactions:** The rise of international trade and cross-border transactions has made it challenging to regulate and resolve disputes involving foreign businesses, requiring enhanced international cooperation and harmonization of consumer protection laws.
5. **Environmental Concerns:** There is a growing need to address environmental sustainability and the impact of consumer choices on the environment, including issues related to product packaging, waste management, and the carbon footprint of goods and services.
6. **Vulnerable Consumer Groups:** Marginalized and vulnerable consumer groups, such as low-income populations, the elderly, and persons with disabilities, face

unique challenges in accessing consumer protection mechanisms and may be disproportionately affected by unfair practices.

7. Enforcement and Redressal: While legal frameworks exist, enforcement mechanisms may be inadequate, leading to delays and inefficiencies in resolving consumer disputes. Strengthening enforcement agencies and improving access to justice is essential.



8. Education and Awareness: Despite efforts to raise awareness, many consumers still lack knowledge about their rights and how to exercise them effectively, highlighting the need for continued education and outreach initiatives.

6. COMPARATIVE ANALYSIS WITH INTERNATIONAL STANDARDS:

- COMPARISON OF THE CPA WITH CONSUMER PROTECTION LAWS IN OTHER JURISDICTIONS. –

1. Scope and Coverage:

- India: The Consumer Protection Act, 2019, covers all goods and services and applies to all transactions, including online purchases and e-commerce.

- United States: The Consumer Protection laws in the US are more fragmented, with various federal and state laws regulating different aspects of consumer rights, such as the Federal Trade Commission Act, Fair Credit Reporting Act, and state-specific consumer protection statutes.

- European Union: Consumer protection in the EU is governed by comprehensive legislation, including the Consumer Rights Directive, which harmonizes consumer rights across member states and covers contracts for goods and services.

2. Enforcement and Remedies:

- India: The Consumer Protection Act provides for consumer forums and commissions at the district, state, and national levels for adjudication of disputes. Remedies include compensation, replacement, refund, and punitive measures against erring businesses.

- United States: Enforcement is primarily carried out by federal agencies like the Federal Trade Commission (FTC) and the Consumer Financial Protection Bureau (CFPB), as well as state attorney generals. Remedies may include fines, injunctions, and consumer restitution.

- European Union: Enforcement mechanisms include national consumer protection authorities, as well as the European Consumer Centre Network. Remedies may include contract rescission, repair or replacement, price reduction, or compensation.

3. Product Liability:

- India: The 2019 Act introduced provisions on product liability, holding manufacturers, sellers, and service providers liable for defective products or deficient services.
- United States: Product liability laws vary by state but generally hold manufacturers, distributors, and sellers liable for injuries caused by defective products. The US has a robust system of tort law to address product liability claims.



- European Union: The EU has comprehensive product liability laws under the Product Liability Directive, which holds producers strictly liable for defective products that cause harm to consumers.

4. Online Consumer Protection:

- India: The 2019 Act includes provisions specifically addressing e-commerce transactions, such as liability of e-commerce platforms and consumer dispute resolution mechanisms.

- United States: Online consumer protection is governed by various federal laws, including the Electronic Funds Transfer Act, Electronic Signatures in Global and National Commerce Act, and state laws regulating online transactions and data privacy.

- European Union: The EU has specific regulations for online transactions, such as the Consumer Rights Directive and the General Data Protection Regulation (GDPR), which protect consumer rights and personal data online.

While there are differences in approach and specifics, consumer protection laws across jurisdictions aim to safeguard consumer interests, promote fair trade practices, and provide effective mechanisms for redressal of grievances in the marketplace.

7. ROLE OF REGULATORY AUTHORITIES:

- EXAMINATION OF THE ROLE AND EFFECTIVENESS OF REGULATORY BODIES SUCH AS THE CONSUMER PROTECTION COUNCILS AND THE NATIONAL CONSUMER DISPUTES REDRESSAL COMMISSION (NCDRC).

1. Consumer Protection Councils (CPCs):

- Role: CPCs are advisory bodies established at the central and state levels to promote and protect consumer rights through advocacy, awareness campaigns, consumer education, and research on consumer issues. They also assist consumers in filing complaints and provide guidance on consumer protection laws.

- Effectiveness: While CPCs have been instrumental in raising awareness about consumer rights and educating consumers, their effectiveness varies across states. Some CPCs lack sufficient resources, funding, and personnel, limiting their ability to carry out their mandate effectively. There is a need for greater coordination between CPCs and other consumer protection agencies to enhance their impact.



2. National Consumer Dispute Redressal Commission (NCDRC):

- Role: NCDRC is a quasi-judicial body established under the Consumer Protection Act, 1986, with the mandate to adjudicate consumer disputes involving significant financial implications or matters of national importance. It hears appeals against decisions of state consumer dispute redressal commissions and has the authority to issue orders and enforce compliance.

- Effectiveness: NCDRC plays a critical role in providing speedy and effective resolution of consumer disputes at the national level. Its decisions set precedents and contribute to the development of consumer protection jurisprudence in India. However, challenges such as backlog of cases, delays in adjudication, and vacancies in the commission affect its efficiency and effectiveness. Efforts to streamline procedures, increase capacity, and leverage technology can improve the functioning of NCDRC and enhance access to justice for consumers.

Overall, regulatory bodies like CPCs and NCDRC are essential components of the consumer protection framework in India. While they have made significant contributions to advancing consumer rights and resolving disputes, there is room for improvement in terms of resource allocation, capacity building, and procedural reforms to enhance their effectiveness and ensure better protection for consumers.

8. RECENT DEVELOPMENTS AND AMENDMENTS:

- OVERVIEW OF RECENT DEVELOPMENTS AND AMENDMENTS IN CONSUMER PROTECTION LAWS POST THE ENACTMENT OF THE CPA.

1. Expansion of Consumer Rights: The Consumer Protection Act has broadened consumer rights, such as the right to safety, right to be informed, right to choose, right to be heard, and the right to seek redressal.

2. Establishment of Central Consumer Protection Authority (CCPA): The CCPA was established to promote, protect, and enforce the rights of consumers. It has the authority to investigate, inquire into, and take necessary actions against unfair trade practices and misleading advertisements.

3. E-commerce Regulations: The Act introduced specific regulations for e-commerce platforms, including provisions related to misleading advertisements, product liability, and grievance redressal mechanisms.

4. Product Liability: The Act introduced provisions for product liability, holding manufacturers, sellers, and service providers liable for any harm caused to consumers due to defective products or deficient services.



5. Consumer Dispute Redressal Commissions: The Act provides for the establishment of Consumer Dispute Redressal Commissions at the district, state, and national levels to expedite the resolution of consumer disputes.

6. Alternate Dispute Resolution Mechanisms: Emphasis has been placed on promoting alternate dispute resolution mechanisms such as mediation and arbitration to provide faster and cost-effective resolution of consumer disputes.

7. Strengthening Consumer Awareness and Education: Efforts have been made to enhance consumer awareness and education through campaigns, workshops, and training programs to empower consumers to make informed choices and exercise their rights effectively.

9. CONCLUSION:

- Lack of customer awareness and the existence of them as an unorganized sector the problems that continue to pestilence the capitalistic economy. It gives the traders an unjust advantage over the consumer who is subjected to market risks. This often leads to widespread exploitation of the consumers and this is where COPRA as legislation becomes crucial.

In order to protect the long term interests of businessman and also to keep Government intervention at a minimum, it is important for the Government to raise their quality of goods and services and provide standard of goods and services to the consumer. a substantial

The Consumer Protection Act, 1986 is just legislation that tries to make sure of these aspects relating to the promotion of interests of consumers. Even though there were multiple legislations, it was only after the establishment of the Consumer Protection Act, 1986 that the consumer's rights were structured properly in India. Consumer education and the protection of their interest form the essence of the objective of this legislation. In order to bring this, accessibility should be improved by a lot more participation in rural areas.

This is where the role played by the Voluntary Consumer Organization becomes very important. People who are often uninformed of the complexities of such proceedings can always approach the organization to carry their interest forward. There are a lot of questions that are yet to be answered when it comes to consumer protection and the role played by both the consumers and the Government. We, as consumers do have added responsibility to be aware about our rights

and make sure we are not subjected to any unfair trade.

