

**Government of India**  
**Ministry of Consumer Affairs, Food and Public Distribution**  
**Department of Consumer Affairs**  
**LOK SABHA**  
**UNSTARRED QUESTION NO. 2750**  
**TO BE ANSWERED ON 07.08.2024**

**QCO ON ONLINE CONSUMER REVIEWS**

2750. SHRI P P CHAUDHARY:

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

- (a) the details of the proposed Quality Control Order (QCO) on Online Consumer Reviews including its timeline for implementation;
- (b) the specific measures planned to ensure compliance with the proposed QCO by ecommerce platforms and online review administrators;
- (c) whether the Government plans to introduce penalties for non-compliance with the proposed QCO and if so, the details thereof; and
- (d) the steps being taken by the Government to educate consumers about identifying and reporting fake online reviews?

**ANSWER**

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री  
(श्री बी.एल. वर्मा )

**THE MINISTER OF STATE**  
**CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION**  
**(SHRI B.L.VERMA)**

(a) to (d): 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 of Consumer Affairs has notified the Consumer Protection (E-commerce) Rules, 2020 under the provisions of the Consumer Protection Act, 2019 to safeguard consumers from unfair trade practices in e-commerce. These rules, inter-alia, outline the responsibilities of e-commerce entities and specify the liabilities of marketplace and inventory e-commerce entities, including provisions for customer grievance redressal.

The Central Consumer Protection Authority, in exercise of the powers conferred by Section 18 of the Consumer Protection Act, 2019, has 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 identified in e-Commerce sector.

The Department is 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 “Jagriti”, a mascot for empowering consumers and generating awareness of their rights.

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