

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

**LOK SABHA
UNSTARRED QUESTION NO. 3192 (OIH)
TO BE ANSWERED ON 19.03.2025**

CONSUMERS AWARENESS

3192. SMT. GENIBEN NAGAJI THAKOR:

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

- (a) the steps being taken by the Government to raise consumers awareness;
- (b) whether the consumers are becoming victims of fraud during the purchase of essential commodities these days; and
- (c) the steps being taken by the Government to protect the consumers from online fraud?

ANSWER

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

(a) to (c) : Consumer Awareness is being generated by the Department of Consumer Affairs by undertaking country-wide multimedia awareness campaigns under the aegis of “Jago Grahak Jago” to reach out to every consumer across the country by utilizing traditional media like All India Radio, Doordarshan, fairs & festivals, etc as well as social media. Through simple messages, videos and jingles, consumers are made aware about the unfair trade practices, consumer issues and the mechanism to seek redressal. The Department had also launched “Jagriti”, a mascot for empowering consumers and making them aware of their rights. The mascot aims to strengthen consumer awareness campaign and reinforce a young empowered and informed consumer. Further, the Department also provides grant-in-aid to States/UTs for generating consumer awareness at regional level.

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 consumer grievance redressal.

The Central Consumer Protection Authority has issued “Guidelines for Prevention and Regulation of Dark Patterns, 2023” for prevention and regulation of dark patterns listing 13 specified dark patterns identified in e-Commerce sector.

The Bureau of Indian Standards (BIS) has notified framework on ‘Online Consumer Reviews — Principles and Requirements for their Collection, Moderation and Publication’ 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.

Ministry of Electronics and Information Technology (“MeitY”) has notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 (“IT Rules, 2021”) that cast obligations on intermediaries, including social media intermediaries and platforms, to ensure their accountability towards safe & trusted Internet including their expeditious action towards removal of the unlawful information.

‘Police’ and ‘Public Order’ are State subjects as per the Seventh Schedule of the Constitution of India. However, the Ministry of Home Affairs (MHA) has established Indian Cyber Crime Coordination Centre (I4C) as an attached office to provide a framework and eco-system for Law Enforcement Agencies (LEAs) to deal with cybercrimes in a comprehensive and coordinated manner. The Government has also launched the National Cyber Crime Reporting Portal (<https://cybercrime.gov.in>) to enable the public to report all types of cybercrimes. Cybercrime incidents reported on this portal are routed automatically to the respective State/UT law enforcement agency for further handling as per the provisions of law. The ‘Citizen Financial Cyber Fraud Reporting and Management System’ has been launched for immediate reporting of financial frauds and to stop siphoning off fund by the fraudsters. The Ministry of Home Affairs has taken many steps to spread awareness on cybercrime, which, inter-alia include; dissemination of messages through SMS, I4C social media account i.e. X (formerly twitter) (@Cyberdost), Facebook (CyberDostI4C), Instagram (cyberdostI4C), Telegram (cyberdosti4c), Radio campaign, engaged MyGov for publicity in multiple media, organizing Cyber Safety and Security Awareness weeks, in association with States/UTs, publishing of Handbook for Adolescents/Students, newspaper advertisement on digital arrest and other modus operandi of cyber criminals, use of social media influencers to create special posts on digital arrest, digital displays on railway stations and airports etc. The Ministry of Home Affairs has issued advisory to all the State/UT Governments to carry out publicity of National Cyber Crime Reporting Portal (<https://cybercrime.gov.in>) and Toll-free helpline number ‘1930’ to create mass awareness.
