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Consumer Protection Bill, 2019

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Recently, the Lok Sabha has passed the Consumer Protection Bill, 2019, which seeks to **strengthen the consumer rights** and provides a **mechanism for redressal of complaints** regarding defects in goods and deficiency in services.

- Apart from setting up of **authorities for timely and effective administration and settlement of consumer disputes**, the bill also seeks to bring in **e-commerce under their jurisdiction** and **hold celebrities accountable** for false and misleading advertisements of products that they endorse.
- Apart from the consumer courts at the district, state and national level, the bill proposes a **Central Consumer Protection Authority (CCPA)** to promote, protect and enforce consumer rights as a class and protect them from unfair trade practices.
 - CCPA, envisaged as a regulator, can file a class action suit if required and would take immediate action on any consumer complaint.
- The bill proposes **strict action against the advertiser** in case of misleading advertisements but **not against the media** through which the advertisement is being publicised.
 - Celebrities can be fined up to ₹10 lakh. For repeat offences, this may rise to ₹50 lakh, with a jail term of up to five years
- It also provides for **product liability action** on account of harm caused to consumers due to defective products or deficient services.
- The Bill will **replace the earlier Consumer Protection Act, 1986**.

Source: The Hindu