

Strengthening Consumer Awareness: An Analysis of Consumer Protection ACT 2019 & Copra 1986

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ABSTRACT

The practice of consumer protection Act is to prevent consumers from being exploited by unfair trade practices. The protection of consumers through three tier national, state and local forum, flourishing the economy can possible when consumers are being protected. The Act is a benevolent social legislation that lays down the rights of the consumers and provides their promotion and protection of the rights of the consumers. Consumer protection Act enacted in India in 1986 to protect the interest of the consumers. A vendor can defraud or take advantage of a customer in a number of ways, such as by providing inaccurate or partial product information, charging exorbitant prices, or offering subpar products, among other things. In addition to posing several health risks, these unfair commercial practices also cause financial harm to customers. The ISI mark, Hallmark for jewelry, Silk mark for silk items, and the RERA, which is intended to protect customers from unethical acts in the real estate industry, are just a few of the criteria the government has put in place for evaluating goods and services. The consumer protection Act 2019 has recently replace the 1986 Act, in 2019 act enhance the scope of grievances & introduced the online or e-commerce system in National Consumer Disputes Redressal Commission (NCDRC). COPRA-2019 Act setup, mainly with the objectives of overcoming the shortcoming of the previous 1986 Act. The objectives of this research paper in to understand the difference between the 1986 Act & 2019 Act, secondly explain about the awareness program setup by the government as well as quality assurance strategies in the policy, in the last but not least also figure out the some consumer related fact or case studies and awareness program. For the data collection secondary method will be used and for the data interpretation excel application is used.

KEYWORDS

COPRA, online transaction, consumer rights, awareness, consumer protection.

INTRODUCTION

The Consumer Protection Act 1986 (COPRA) was enacted by the Indian Parliament to safeguard consumers' interests in India. The Consumer Protection Act, 2019 took its place. It was designed to create consumer councils and other bodies to resolve disputes and issues related to consumers. The act was enacted by the Assembly in October 1986 and became effective on 24 December

1986. The Consumer Protection movement in India began with the implementation of the Consumer Protection Act 1986, this act aimed to safeguard consumers' rights when buying products and using services. Consumers also need to be informed about the mechanisms available for redressal in case of grievances. Affected consumers can seek redress from various forums such as District Forum (local forum), State Forum, and the National Dispute Redressal forum etc. An individual consumer is entitled to the following rights. The following are the important definitions about some concepts from the GAZETTE published by Authority.

"Consumer" means any person who -

(i) buys any goods for a consideration that has been either paid or promised, or is a mix of both, or relies on any deferred payment scheme. This definition encompasses any user of these goods aside from the individual who purchased them (in accordance with the aforementioned conditions) as long as their usage is authorized by the purchaser. However, it excludes anyone acquiring the goods for resale or commercial purposes.

"Defect" refers to any flaw, inadequacy, or deficiency in the quality, quantity, potency, purity or standard that must be upheld according to any applicable law or contract (whether explicit or implicit), or as is claimed by the trader in any way concerning any goods or product and the term "defective" shall be interpreted accordingly;

The term "deficiency" refers to any flaw, defect, limitation, or insufficiency in the quality, nature, and manner of performance that must be upheld according to current legal standards or that an individual has committed to performing as part of a contract or related to a service. It encompasses — (i) any negligent act, omission, or commission by that individual that results in loss or harm to the consumer; and (ii) intentional concealment of pertinent information from the consumer by that individual;

"E-commerce" means buying or selling of goods or services including digital products over digital or electronic network;

"Manufacturer" refers to an individual who— (i) produces any goods or components thereof; or (ii) puts together any products or components created by other parties; alternatively (iii) places or has placed his personal mark on products created by someone else; (iv) same as defined under sales of Goods Act, 1930

Provisions or Act came into force

Chapter Sections:

I Definition Section 2 [clauses (4), (13), (14), (16), (40)]

III Central Consumer Protection Authority Sections 10 to 27 (both inclusive)

IV Consumer Disputes Redressal Commission Sub-clause (iv) of clause (a) of sub-section (1) of section 58

VII Offences and Penalties Sections 88, 89, 92 and 93.

VIII Miscellaneous -Sections 94, 96, 97 and 99. -Clauses (f) to (m) of sub-section 2 and clauses (zg), (zh) and (zi) of sub-section 2 of Section 101 - Section 104

The CCPA (Central Consumer Protection Authority) was created by the Consumer Protection Act of 2019 (referred to hereafter as 'the Act') to oversee issues connected to breaches of consumer rights, misleading commercial practices, and misleading ads that harm the interests of the public and consumers, and to advocate for and uphold consumers' rights as a whole.

LITERATURE REVIEW

Mulfe Alqudah1 & M. S., Mohammad Muslim et. all (2024), this study concentrated on civil law, which aims to provide consumers with the opportunity to examine and assess products and ascertain their condition, in order to identify the legislative defect that needs to be addressed deliberation and dealt with Didwal, A., & Negi, R. (2022), paper identify that new chapters added to this act serve as a proper criterion for determining offences and penalties. As the fiscal value increased over time, the fine's value also needed to be raised. The new Act suggests effective measures and strengthens the existing regulations to provide additional protection for consumer rights. Some of the main features include the establishment of a central regulator, severe repercussions for deceptive ads, and guidelines for electronic service providers and e-commerce.

Dr Ghosh & Dr Sarma (2020), study focuses on UNDERSTANDING CONSUMER RIGHTS AND RESPONSIBILITIES THROUGH CONSUMERPROTECTION ACT 2019, the aim of the research is to examine the rights granted to consumers by the new Consumer Protection Act 2019. It was another goal of the study to determine the status of the consumer cases lodged at different consumer forums and to conduct a comparative analysis of both acts. The nature of the study is descriptive.

Nomani & Faizanur Rahman et all. (2019), study mainly focus on Consumer Protection Act, 2019 and its implications for the medical profession and health care services in India, the study centers on the amending law, which had a profound impact on the medical profession and health care system, as evidenced by the explicit exclusion of health care from the scope of service.

OBJECTIVES OF THE STUDY

Following are the important objectives towards the study.

- To know the concepts of COPRA 1986 & 2019.

- To know the awareness program towards consumer protection.
- To study the current redressal forum amount limit and its interpretation.
- All India Average Retail Price(□/Kg) As on 10/03/2025

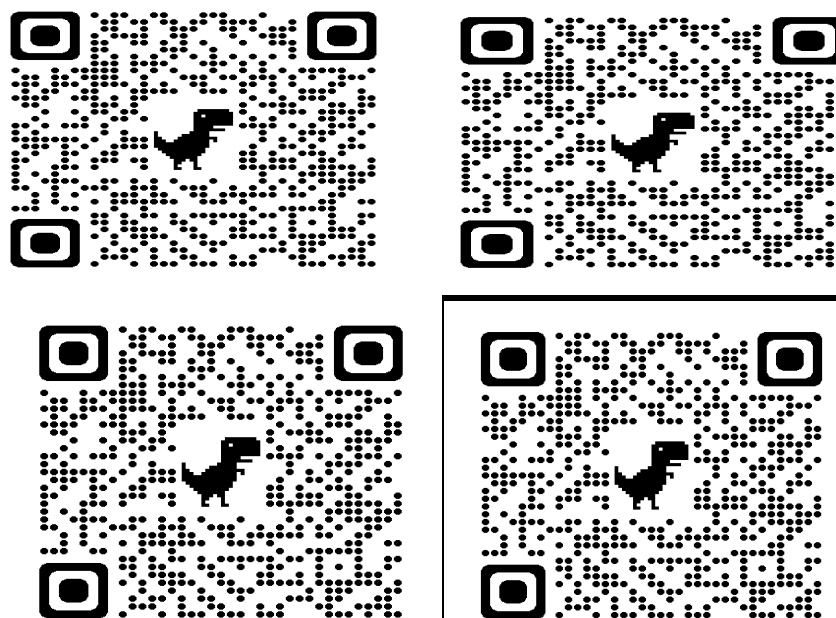
RESEARCH METHODOLOGY

The research paper focuses on the concepts of consumer protection Act 1986 and COPRA 2019, study also includes consumer awareness program and interpretation of data and analysis is based on descriptive analysis. Study based on descriptive in nature, data collected from secondary data collection method like from published journal, articles, magazines, Government official site. Collected data cited by APA style from online site as well as consumer awareness related facts mentioned in the study with the help of QR code, code open through Google scanner and get the detail of All India Average Retail Price (□/Kg) As on 10/03/2025.

CONSUMER AWARENESS PROGRAM

- **What is NCH-National Consumer Helpline (consumerhelpline.gov.in)?**
The Department of Consumer Affairs has launched this website to raise awareness, provide advice, address consumer grievances, and serve as a central registry for filing consumer complaints.
- **Consumer Rights Which rights does the Act guarantee?**
The following six Consumer Rights are guaranteed by the Consumer Protection Act:
Right to Safety:
- **Right to Safety:** The entitlement to safeguard oneself from the promotion of products and services that pose a danger to life and possessions.
- **Right to information:** The right to be informed regarding the quality, quantity, potency, purity, standards, and pricing of goods or services as applicable, in order to safeguard the consumer from deceptive trade practices.
- **Right to Choose:** The right to be guaranteed, as far as feasible, access to a range of products and services at competitive prices.
- **Right to a hearing:** The right to have one's voice heard and to be guaranteed that consumer interests will be appropriately considered in relevant venues.
- **Right to Redressal:** The entitlement to pursue redress for unfair trade practices, restrictive trade practices, or the unscrupulous exploitation of consumers.
- **Entitlement to Consumer Education:**
- **All India Average Retail Price(□/Kg) As on 10/03/2025**
- The division's work includes daily surveillance of retail and wholesale prices, as well as spot and future prices for chosen essential goods. Using data collected from 555 market

centre's representing the North, West, East, South, and North-eastern regions of the country, prices are monitored for twenty-two essential commodities. The website features daily reports of prices.



QR code for all India Average Retail Price

(Rice, Wheat, Atta, Gram Dal, Tur (Arhar) Dal, Urad Dal, Moong Dal, Masur Dal, Sugar, Gur, Groundnut Oil, Mustard Oil, Vanaspati, Sunflower Oil, Soya Oil, Palm Oil, Tea, Milk, Potato, Onion, Tomato and Salt).

JAGO GRAHAK JAGO

Following is the some posters which help out the consumer to aware about products quality and mobile app COPRA related facts etc.

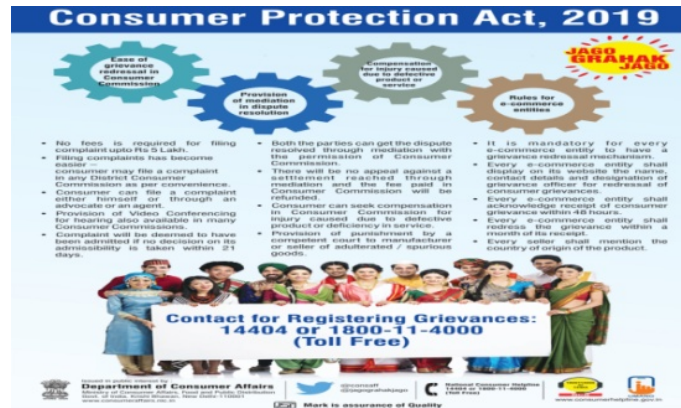
1. How to register consumer grievance



2. Be a smart Consumer

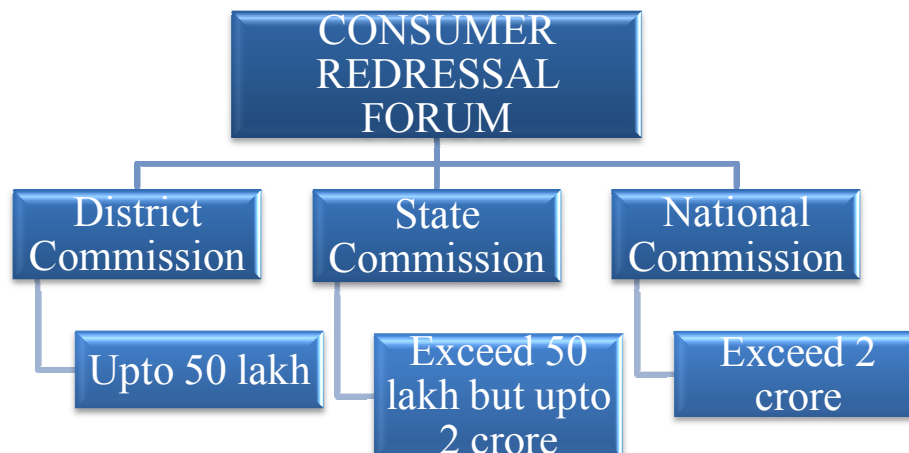


3. Consumer Protection Act -2019



ANALYSIS & INTERPRETATION

- ASSESSING THE PECUNEARY JURISDICTION UNDER
- The Consumer Protection Act, 2019 & 1986



- The changes to the pecuniary jurisdiction aimed to reduce the disproportionate burden of cases on the National Consumer Disputes Redressal Commission ('NCDRC') by distributing a larger portion of this burden to the District and State Consumer Disputes Redressal Commissions. However, this approach has had the unforeseen and unintended consequence of adversely affecting certain consumers who may seek insurance policies from an Insurance Service Provider ("ISP") when it comes to assessing pecuniary jurisdiction under the 2019 Act.
- **Why Consumer Protection Act 2019**
 1. It thus became essential to develop legal measures, even in countries with advanced development, to enhance producers' and traders' accountability to consumers.
 2. It also became unavoidable for consumers to come together on a shared platform to address matters of mutual interest and ensure their complaints were adequately resolved.
 3. The consumer market for goods and services has experienced a significant transformation since the introduction of the Consumer Protection Act in 1986. The contemporary market offers a vast array of products and services. Global supply chains have emerged, international trade has increased, and e-commerce has developed rapidly, resulting in new options and opportunities for consumers. This has likewise made the consumer susceptible to novel varieties of inequitable commerce and unscrupulous commercial conduct.
 4. Misleading advertisements, telemarketing, multi-level marketing, direct selling, and e-commerce present new challenges for consumer protection, necessitating appropriate and prompt executive actions to avert consumer harm and combat unfair trade practices.
 5. It has thus become unavoidable to update the Consumer Protection Act of 1986 in order to deal with the ongoing emergence of consumer vulnerabilities in the current market economy.

CONCLUSION

The Consumer Protection Act 2019 is a welcome change in favor of the consumers. The research paper try to identify the basic concepts of Act 2019 & 1986, study represent the consumer awareness related program organized by the Government and all the program or toll-free numbers showing in the online official platform. Paper also described the format of consumer

redressal forum Amount limit; also include the some posters related to consumer awareness. Consumer Protection Act clearly defined the rights and dispute resolution process which may enable them to resolve the grievances on fast-track basis. Highlighted in the Act 2019, online marketplaces and auction sites, previously categorized as “aggregators,” are now also covered by this Act. This will increase their responsibility for the goods and services they sell and provide. In addition to creating authorities at the district, state, and national levels for resolving consumer disputes, the Act aims to hold product manufacturers accountable, along with service providers and sellers, in cases where consumers’ rights have been violated due to defects or deficiencies in goods and services. In the last but not the least COPRA play the crucial role in the consumer concern and further different of research should be conclude in this field different scope and possibilities for the future research.

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