Polity & Governance · GS - II

Examine the role of the Central Consumer Protection Authority in ensuring consumer safety and preventing misleading advertisements in India's digital and retail markets.

EXAM YEAR	PAPER	SUBJECT
DAILY PRACTICE 30/10/2026	GS - II	Polity & Governance

MARKS	WORD LIMIT
10	~150 words

Answer Hint

Consumer Protection Act 2019; CCPA; misleading advertisements; product safety; e-commerce accountability; consumer awareness; regulatory enforcement

Model Answer

Introduction

Consumer protection is essential for ensuring fair trade practices, product safety and transparency in markets. The Consumer Protection Act, 2019 established the Central Consumer Protection Authority (CCPA) to strengthen consumer rights enforcement.

Role of CCPA

1. Protection Against Misleading Claims

The CCPA can investigate false advertisements and impose penalties on manufacturers, advertisers and endorsers as prescribed under the law.

2. Product Safety and Quality

It can direct the recall of hazardous goods, discontinuation of unsafe services and reimbursement to affected consumers.

3. Digital Market Accountability

Online platforms and product listing services must ensure compliance with applicable consumer protection standards and avoid facilitating misleading claims.

4. Consumer Awareness

The authority promotes awareness of consumer rights and encourages informed purchasing decisions.

Challenges

- Rapid expansion of e-commerce.
- Difficulty in verifying product claims.
- Cross-border sellers and jurisdictional issues.
- Limited consumer awareness and enforcement capacity.

Way Forward

Strengthening digital monitoring, transparent product labelling, inter-agency coordination and grievance-redressal mechanisms can improve consumer protection.

Conclusion

An effective CCPA is essential for building consumer trust, ensuring product safety and promoting accountability across India's retail and digital markets.

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