

# CONSUMER PROTECTION ACT, 2019

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## Context:

Recently, the Supreme Court of India issued the contempt notice and passed an interim order imposing a ban on advertisements of Patanjali Ayurved's medicines.

## Background:

According to Section 2(28) of the Consumer Protection Act, 2019, an advertisement is deemed misleading when it gives a false guarantee or is likely to mislead consumers regarding the nature, substance, quantity, or quality of the product or service.

## About The Consumer Protection Act :

The Consumer Protection Act, 2019 is a comprehensive legislation enacted in India to safeguard the rights and interests of consumers.

## Key provisions of the Act:

1. Definition of Consumer:
2. The Act defines a consumer as any person who:
  - Buys goods or avails services for personal use.
  - Uses goods with the consent of the buyer.
  - Hires or avails services for consideration.
  - It also covers legal heirs and representatives of consumers.

## Rights of Consumers:

1. Right to Safety: Protection from hazardous goods and services.
2. Right to Information: Access accurate and transparent information about products and services.
3. Right to Choose: Choose from a variety of goods and services.
4. Right to Redressal: Seek redressal for unfair trade practices and defective products.
5. Right to Consumer Education: Be informed about their rights and responsibilities.

## Unfair Trade Practices:

The Act prohibits various unfair practices, such as:

1. False representation: Misleading advertisements or false claims.
2. Unfair contracts: Imposing unfair terms on consumers.
3. Defective goods: Selling goods with defects.
4. Restrictive trade practices: Monopolistic behaviour.

### **Consumer Disputes Redressal:**

1. The Act establishes Consumer Disputes Redressal Commissions at the district, state, and national levels.
2. Consumers can file complaints related to unfair trade practices, defective goods, or deficient services.

Dr. Shivakumar's



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