

लीना नन्दन  
LEENA NANDAN



सचिव  
भारत सरकार  
उपभोक्ता मामले विभाग  
**Secretary**  
Government of India  
Department of Consumer Affairs

D.O.No. J-24/2/2021-CPU

January 14, 2021

The Consumer Protection Act, 2019 has come into force w.e.f. July 20, 2020 and the Department of Consumer Affairs has thereafter been taking up relevant action points with the State Governments/UTs.

2. In this regard, a meeting with Principal Secretaries/Secretaries of Food, Civil Supply and Consumer Affairs of the States/UTs was held on December 18, 2020 through Video Conference. The key issues that emerged were the need to fill the vacancies in the State and District Commissions (details of State-wise vacancies and pending cases are enclosed); provision for strengthening the infrastructural facilities of Consumer Commissions with financial assistance from the Central Government; and setting up of Mediation Cells in State and District Commissions. In addition to taking action on these points, the State Governments/UTs may consider organising Lok Adalats at regular intervals as well, in order to reduce the large pendency in Consumer Commissions.

3. I would also like to draw your kind attention to the powers and responsibilities of the CCPA, a regulatory authority which has been established by the Central Government under the Consumer Protection Act, 2019. The objective and mandate of the CCPA is to ensure that consumer rights are not infringed due to unfair trade practices or misleading advertisements. In order to protect the rights of consumers as a class, the CCPA is authorised to investigate complaints after following due process and impose penalties, as also issue orders for recall of goods or withdrawal of services. The Authority is empowered to get an investigation conducted through a District Collector on any complaint; Section 16 of the CP Act also authorizes District Collectors to investigate into complaints relating to unfair trade practices and false and misleading advertisements within their jurisdiction.

4. It is important to sensitize District Collectors about the provisions of the CP Act including the steps to be taken on complaints where class action is warranted. The

*o/c*  
*Do letter issued  
along with 2 enclosures  
by email & speed post  
18/1/21*

Additional Secretary of the Department of Consumer Affairs, who has been notified as the Chief Commissioner, CCPA (email: ccom-ccpa@gov.in), holds interaction sessions with officials of the State Government from time to time. In any upcoming review meeting with the District Collectors, it would be useful if a 30-minute slot is allotted to this Department for giving an overview of CCPA.

5. I request you to kindly give necessary directions to the concerned officials regarding the issues mentioned above, as timely action would ensure effective implementation of the Consumer Protection Act.

*Good wishes,*

Yours sincerely



( Leena Nandan )

To the Chief Secretaries of all States/UTs