



## **Consumer Affairs**

### **Modernizing Consumer Protection for Digital India**

India has emerged as a global electronics powerhouse, with a staggering market size of \$150+ billion. As our digital economy grows, so must our consumer protection framework.

The government's forward-thinking initiatives mark a significant leap toward modern consumer protection. The Right to Repair Portal empowers consumers with necessary information about their devices. New Greenwashing Guidelines ensure transparency in environmental claims, while QR code integration in Legal Metrology brings product information to consumers' fingertips.

ICEA's efforts led to the Department of Consumer Affairs (DoCA) extending the pilot program of declaring information via QR Code on packages of electronic products on a continuous basis.

This digital transformation aligns with global best practices, where countries are increasingly adopting digital product labelling systems.

ICEA has also advocated for rationalising the labelling requirements on intermediate goods, like batteries, so that global supply chains are not disrupted and ease of doing business is fostered.

ICEA's goal is to build a robust digital framework that ensures consumer protection through accurate product information.

### **To become a committee member, reach out to:**

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