

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

Ankita Jaiswal  
Assistant Professor  
(Department of Commerce)

### 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. 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.

## 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.

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.

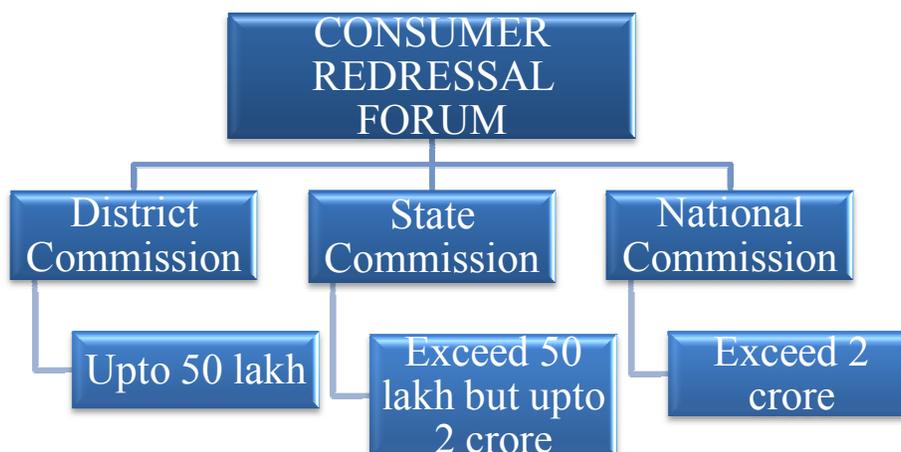
- To know the concepts of COPRA 1986 & 2019.
- To know the awareness program towards consumer protection.
- To study the current redressal forum amount limit and its interpretation.
- All India Average Retail Price(□/Kg) As on 10/03/2025

## 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.

## 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.

## REFERENCES

1. Kumar, V., & Sharma, A. (2019). Strengthening Consumer Rights: The Advent of Consumer Protection Act, 2019. *SEBI and Corporate Laws*, 156(2). <https://ssrn.com/abstract=3630775>
2. bharath institute of higher education and research. (2020). Critical Analysis of Consumer Protection Act 2019,. *Supremo Amicus* 283 (2020), 15, 2456–9704.
3. Nomani, M., Rahman, F., & Alhalboosi, A. K. (2019). Consumer Protection Act, 2019 and its implications for the medical profession and health care services in India.
4. Didwal, A., & Negi, R. (2022). Legal and Economic perspective of the Consumer Protection Act, 2019 in India: an overview.

## WEBSITES

5. <https://consumeraffairs.nic.in/sites/default/files/CP%20Act%202019.pdf>
6. <https://consumeraffairs.nic.in/sites/default/files/Provisions>
7. <https://consumerhelpline.gov.in/public/about>
8. <https://fcainfoweb.nic.in/>
9. <https://jagograhakjago.gov.in/>