

**GOVERNMENT OF INDIA
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
LOK SABHA**

STARRED QUESTION NO:269

ANSWERED ON:11.12.2006

ADVERTISEMENTS MISLEADING CONSUMERS

Bhadana Shri Avtar Singh;Mishra Dr. Rajesh Kumar

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether the Government proposes to set up a National Consumer Protection Regulatory Authority to put a check on the increasing number of advertisements misleading consumers by unscrupulous manufacturers;

(b) if so, the details thereof; and

(c) if not, the steps proposed to be taken to check such misleading advertisements?

Answer

MINISTER OF AGRICULTURE AND MINISTER OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI SHARAD PAWAR)

(a) & (b): There is a proposal to set up a National Consumer Protection Authority, which inter-alia would adjudicate on complaints concerning misleading advertisements by unscrupulous manufacturers impacting a class of consumers.

(c) : Does not arise.