Central Consumer Protection Authority (CCPA)

Why in News?

Recently, the Central Consumer Protection Authority (CCPA) has issued 45 notices to various coaching centres and imposed a penalty of Rs 61, 60,000 on 19 coaching institutes for misleading advertisements.

- It is a *statutory* authority.
- **Established in** – 2019 under *Section 10 of the Consumer Protection Act, 2019* and came into force in 2020.
- **Aim** – To *regulate matters relating to violation of rights of consumers*, unfair trade practices and false or misleading advertisements which are prejudicial to the interests of consumers as class and public at large.
- **Nodal Ministry** – Ministry of Consumer Affairs, Food & Public Distribution.
- **Functions** – Protect, promote and *enforce the rights of consumers* as a class, and prevent violation of consumers' rights under this Act.
- *Prevent unfair trade practices* and ensure that no person engages himself in unfair trade practices
- Ensure that *no false or misleading advertisement* is made of any goods or services which agree with the provisions of this Act or the rules and regulations made.
- Ensure that no person takes part in the publication of any false or misleading advertisement.
- **Powers** – *Conduct investigations* into violations of consumer rights.
- *Issue directions* to recall, refund and discontinuation of practices in matters of violation of rights and unfair trade practices.
- Discontinue & modify the false and misleading advertisement or may impose penalties.
- **Mechanisms**
    - Individual consumer complaints are to be registered through the *National Consumer Helpline only*.
    - Register consumer grievances in Consumer Commissions through *e-Dhakil*.



National Consumer Helpline (NCH) *is a single access point for grievance redressal of consumers that is available in 17 languages through a toll-free number (1915). The grievances are registered on the Integrated Grievance Redressal Mechanism (INGRAM), an omnichannel IT-enabled central portal or through various channels.*

- **Penalty for coaching institutes** – CCPA has issued "Guidelines for Prevention of Misleading Advertisement in Coaching Sector, 2024".
- It facilitates a total refund of Rs.1.15 crores to affected students.

References

1. PIB| CCPA issues notices to Coaching Institutes
2. DOCA| Central Consumer Protection Authority

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