

Preface

“A satisfied customer is the best business strategy of all.”

– Michael LeBoeuf

There have been a saying that consumer is the king. It is the consumer who determines the growth and sustainability of a business organization. An unsatisfied consumer may exert a debilitating impact not only on the revenue generation but also on the survival of an enterprise. In view of the fact that consumers are the quintessence of economic activities, protection and promotion of consumers' rights are of paramount significance.

Consumer protection refers to socio-economic activity that is to be executed by government and business to ensure utmost satisfaction of consumers. It implies that consumers are treated fairly and are not exploited when they purchase a product or service. Transparency in dealing with or serving the consumers is the epitome of consumer protection. However, the Latin phrase, “Caveat Emptor” that is “Let the buyer beware” also needs to be embraced by the consumers which requires consumers to undertake due diligence of the products they buy.

World Consumer Rights Day, observed annually on March 15th, serves as a crucial reminder of the rights and protection that every consumer deserves. The theme for **World Consumer Rights Day 2025** was, ‘**A Just Transition to Sustainable Lifestyles.**’ This theme reflects the urgent need to make sustainable and healthy lifestyle choices available, accessible, and affordable for all consumers – while ensuring that these transitions uphold people’s basic rights and needs. Thus, sustainability, prosperity and growth of business is next to impossible, if consumers are treated poorly.

In light of the soaring significance of consumer rights and its awareness among the consumers, and ICSI’s continuous research efforts to sensitize the stakeholders on contemporary issues, it was felt to bring out a research based publication titled, “**Handbook on Consumer Protection Law**” encompassing various crucial dimensions of consumer protection such as genesis of consumer protection; legislative milestones in the forms of Consumer Protection Acts, 1986 and 2019 and their ramifications; significance of consumer education; regulatory bodies ensuring safeguarding and enforcement of consumer rights like Central Consumer Protection Authority (CCPA); global scenario of consumer protection

and so on and so forth to sensitize the corporate world at large, consumers, governance professionals, pertinent regulatory bodies, media, academicians, researchers, doyens of industry, chambers of commerce, research firms especially conducting research on consumers related rights, students etc. of the significance and indispensability of consumers and the need for protection and proliferation of their rights for building a conducive milieu for them.

It can be stated without an iota of doubt that this publication will play an instrumental role in building an edifice of consumer oriented wisdom, which is the need of the hour, as in this era of consumerism, consumers are at the highest pedestal.

I praise the endeavours of my Council Colleague CS Venkata Ramana Rajavolu, Chairman, Professional Research and Publication Committee (PRPC) and other members of the PRPC whose relentless efforts, continuous guidance, impeccable leadership have made this publication a reality.

I convey my deepest gratitude to Shri Vijay Kumar Makyam, Honourable Member, District Consumer Disputes Redressal Commission, Medak, Sangareddy district, Telangana for providing valuable research inputs and practical insights that have assisted prodigiously in enriching the contents and enhancing its academic, research and professional utility for our esteemed members, regulatory bodies, doyens of industry, chambers of commerce, professionals of other domains, academicians, researchers etc.

I commend the efforts of CS Lakshmi Arun, Director, Directorate of Academics who have guided her team members associated with this publication through her academic insights. Last but not the least, I appreciate the academic and research efforts of Mr. Chittaranjan Pal (Deputy Director), Dr.Akinchan Buddhodev Sinha (Deputy Director) and Dr.Lunghar Jajo (Executive Academics) in authoring of the chapters of this publication.

I am sure that this publication will be a path finder, provide food for thoughts and reservoir of wisdom for the readers.

I wish grand success for this publication!!!!

Place : New Delhi

Date : 27th October, 2025

(CS Dhananjay Shukla)

President

The Institute of Company Secretaries of India