



# Collegedunia NCERT Notes

*NCERT Revision Guide for Class 12 Business Studies*

## Chapter 11: Consumer Protection

**What this chapter covers (class 12 business studies notes chapter 11 Consumer Protection):** meaning and importance of consumer protection, scope and key definitions of the Consumer Protection Act 2019 (consumer, complainant, complaint, defect, deficiency, unfair and restrictive trade practice), the six consumer rights and six responsibilities, the three-tier redressal machinery (District / State / National Commissions) with pecuniary jurisdictions and appeal flow, ten reliefs the commission can grant, role of consumer organisations and NGOs (CGSI, VOICE, CERS, Common Cause), and a quick reference summary with key-terms and jurisdiction tables. Session 2026-27.

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Also see for this chapter: [NCERT Solutions](#)

## 1. Introduction to Consumer Protection

Consumer protection is the body of measures, laws and institutions that shield the buyer of goods and services from defective products, deficient services and unfair trade practices. For Class 12 Business Studies, this is the final chapter of the syllabus and a high-yield section of the board paper: typically one 1-mark, one 3-mark and one 6-mark question per year, often in case-based form. Most marks here come from precise definitions, the six rights, and the new pecuniary limits under the 2019 Act.

### 1.1 Meaning of Consumer Protection

#### NCERT Definition

**Consumer protection** refers to the measures adopted for the protection of consumers from unscrupulous and unethical business practices and against problems arising from inferior products, services and unfair trade practices. It is governed in India by the **Consumer Protection Act, 2019**, which replaced the 1986 Act with effect from 20 July 2020.

A *consumer* is any person who buys goods or hires services for personal use, not for resale or commercial purpose, and includes any user of those goods or services with the consent of the buyer. The Act crystallises six rights for the consumer and matches them with six responsibilities.

#### CBSE Definition to Memorise

“Consumer protection means safeguarding the interests and rights of consumers from defective goods, deficient services and unfair trade practices through legal, social and educational means.” Use this verbatim for 1-mark questions.

### 1.2 Importance of Consumer Protection

Consumer protection matters from two angles, the consumer’s side and the business’s side.

#### From the consumer’s point of view:

1. **Consumer ignorance.** Most consumers lack the technical knowledge to judge medicines, cosmetics or electrical goods on their own.
2. **Unorganised consumers.** Buyers are scattered; producers are organised. The law corrects the bargaining-power imbalance.

3. **Widespread exploitation.** Adulteration, false advertising, defective goods, deficient services, hoarding, black-marketing.
4. **Spurious goods.** Counterfeit drugs, cosmetics and electronics are widely sold; legal protection is the only practical defence.

#### From the business's point of view:

1. **Long-term interest of business.** Satisfied customers come back; cheated customers do not.
2. **Business uses society's resources.** Capital, labour and energy belong to society; firms are morally bound to give value back.
3. **Social responsibility.** Business owes obligations to consumers, employees, shareholders and the community.
4. **Moral justification.** Ethical conduct is a value in itself.
5. **Government intervention.** If business does not regulate itself, the government will, with stricter laws and penalties.

#### Memory Aid: I-U-E-S for consumer, L-R-S-M-G for business

Consumer side: **I**gnorance, **U**norganised, **E**xploitation, **S**purious goods.

Business side: **L**ong-term, **R**esources, **S**ocial responsibility, **M**oral, **G**overnment.

### 1.3 CBSE Weightage and Examiner Patterns

Consumer Protection sits in Unit 5 of the syllabus and typically carries 6–8 marks across the board paper. Common patterns:

- *1-mark direct:* "Name the highest consumer commission in India." (National Commission)
- *3-mark factual:* "State any three responsibilities of a consumer."
- *4-mark application:* a case where a consumer is short-weighted or sold an expired product; identify the right violated.
- *6-mark case-based:* a paragraph about a defective washing machine sold online; explain the redressal procedure, the commission to approach and three reliefs the consumer can claim.

#### Why this chapter is examiner-favourite

Consumer Protection ties together law, ethics and business decision-making, and gives the examiner a clean way to test application without heavy numerical work. That is why case-based questions on this chapter appear in almost every recent CBSE board paper, often worth 4 to 6 marks each.

## 2. Consumer Protection Act 2019

The Consumer Protection Act, 2019, replaced the 1986 Act and is the central statute that defines who is a consumer, what counts as a complaint and which forum hears it. The 2019 Act widened the scope to e-commerce, created the Central Consumer Protection Authority (CCPA), introduced product liability and raised the pecuniary limits across all three tiers.

### 2.1 Scope and Key Changes from 1986 to 2019

Basis	1986 Act	2019 Act
Pecuniary limit (District)	Up to Rs. 20 lakh	Up to Rs. 1 crore
Pecuniary limit (State)	Rs. 20 lakh – Rs. 1 crore	Rs. 1 – Rs. 10 crore
Pecuniary limit (National)	Above Rs. 1 crore	Above Rs. 10 crore
E-commerce coverage	Not covered	Explicitly covered
Central regulator	None	Central Consumer Protection Authority (CCPA)
Product liability	No specific provision	Manufacturer, service provider and seller can be sued
Mediation	No formal mechanism	Consumer Mediation Cell attached to each commission
Misleading ads	Limited remedy	CCPA can fine endorsers, including celebrities
Where to file	Where opposite party resides	Complainant can also file where she resides



#### Common Mistake

The 1986 Act is *repealed*, not amended. Always cite the **CP Act 2019** in board answers and use the new pecuniary limits (Rs. 1 crore / Rs. 10 crore). Students who write Rs. 20 lakh or Rs. 1 crore as the District / State limit are using the old Act and lose marks.

## 2.2 Key Definitions (Section 2)

The Act defines several technical terms. The wording matters for 1-mark and 3-mark questions.

- **Consumer (Sec. 2(7)):** any person who buys goods or hires services for a consideration, paid or promised, for personal use. Includes any user with the consent of the buyer. *Excludes:* a person who buys for resale or commercial purpose. A self-employed person who buys for earning a livelihood is also a consumer.
- **Complainant (Sec. 2(5)):** a consumer, a registered consumer organisation, the Central or State Government, the CCPA, one or more consumers with the same interest, the legal heir of a deceased consumer, or the parent / guardian of a minor.
- **Complaint (Sec. 2(6)):** a written allegation against a trader / service provider regarding (i) an unfair / restrictive trade practice, (ii) a defective good, (iii) a deficient service, (iv) overcharging, (v) sale of hazardous goods, (vi) a product-liability claim.
- **Defect (Sec. 2(10)):** any fault, imperfection or shortcoming in the quality, quantity, potency, purity or standard of any *goods*.
- **Deficiency (Sec. 2(11)):** any fault, imperfection, shortcoming or inadequacy in the quality, nature or manner of performance of a *service*.
- **Unfair Trade Practice (Sec. 2(47)):** a practice that, for the purpose of promoting a sale, adopts unfair methods. Examples: false statement about usefulness, fake bargain prices, false warranties, sale of hazardous goods, hoarding or destruction of goods.
- **Restrictive Trade Practice (Sec. 2(41)):** a practice that tends to bring about manipulation of price or conditions of delivery, or that affects the flow of supplies to the consumer (tie-in arrangements, requiring deposits or excessive future commitments).

### Defect vs Deficiency

A **defect** attaches to a *good*; a **deficiency** attaches to a *service*. A burnt-out bulb is a defect; a courier company that lost a parcel is a deficiency. Many students use the words interchangeably and lose the half-mark for precision.

## 2.3 Common Unfair Trade Practices (Examples)

The CBSE board paper frequently asks students to identify the unfair trade practice from a short case. The seven categories below appear repeatedly:

1. **False representation.** Stating that the goods are of a particular standard, quality, grade or model when they are not ("ISI marked" when there is no ISI certificate).
2. **Misleading advertising.** Promising results the product cannot deliver ("cures

- all diseases”, “loses 5 kg in 7 days”).
3. **Bargain price misuse.** Advertising goods at a bargain price that the seller does not intend to honour, in stock to lure customers (“bait and switch”).
  4. **Free gifts that are not free.** Offering “free” gifts whose cost is silently added to the marked price.
  5. **Non-compliance with safety standards.** Selling goods that do not meet prescribed safety standards (helmets without ISI, electrical goods without ISI).
  6. **Hoarding and destruction.** Hoarding goods to create artificial scarcity and raise prices.
  7. **Manipulation of prizes.** Conducting contests, lotteries or schemes with no intention of paying the prize.

#### Spot the unfair trade practice

In a case-based question, look for the verbs: “advertised”, “promised”, “displayed”, “represented”, “offered free”. The verb usually names the unfair trade practice in play. Match it to one of the seven categories above.

## 2.4 Restrictive Trade Practices: Three Common Forms

- **Tie-in arrangement.** A seller forces the buyer to purchase a second product as a condition of buying the first (mobile phone bundled with a particular SIM only).
- **Excessive deposits or charges.** Asking for deposits, deferred deliveries or excessive charges that put the buyer at a disadvantage.
- **Manipulation of supply.** Practices that restrict supply or production of any goods or services so as to raise prices.

## 2.5 The Central Consumer Protection Authority (CCPA)

The 2019 Act created the CCPA as a new central regulator headquartered at New Delhi.

- **Composition:** a Chief Commissioner and two other Commissioners, all appointed by the Central Government.
- **Powers:** investigate consumer-rights violations, file class-action complaints, recall unsafe products, refund prices, and impose penalties on misleading advertisements (including against celebrity endorsers).
- **Investigation Wing:** an in-house wing headed by a Director-General with powers of search and seizure.

#### CCPA in action

In 2022 the CCPA issued safety notices and recall orders for several brands of

pressure cookers that did not meet BIS standards. The same year it imposed penalties on companies running misleading advertisements for “immunity-booster” food products, a power the 1986 Act did not give.

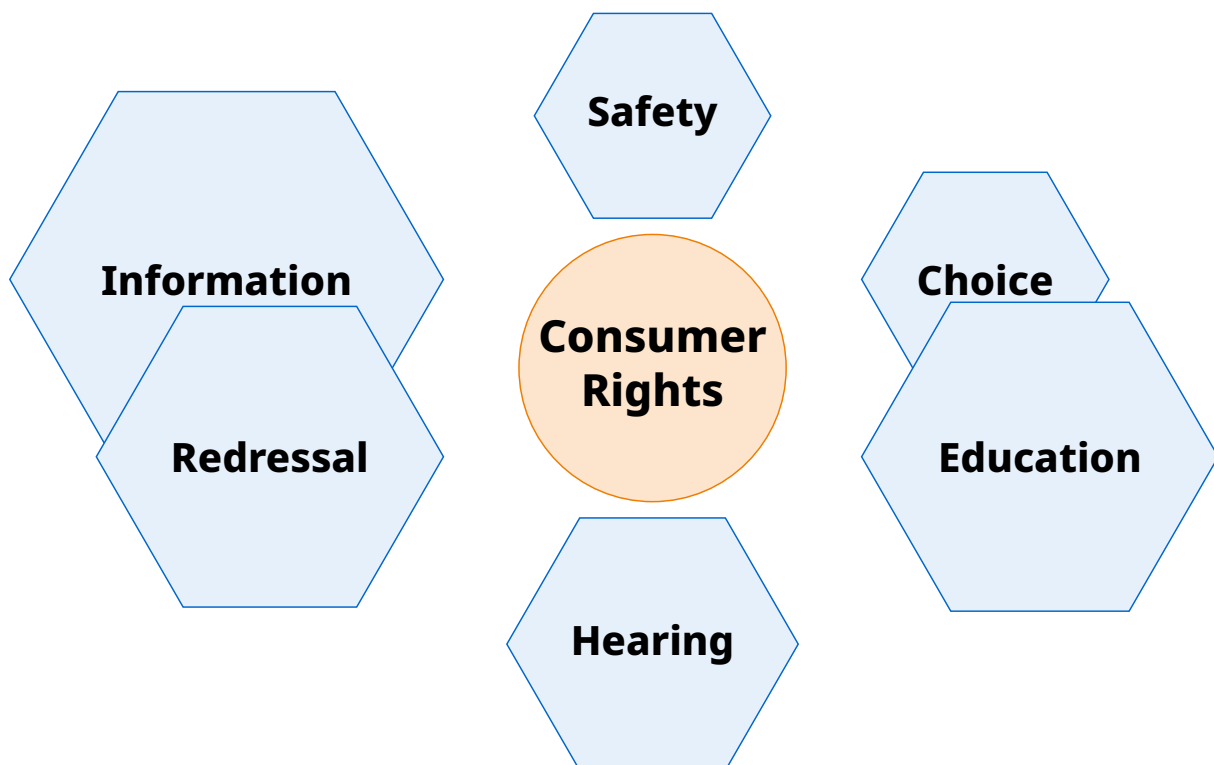
### 3. Consumer Rights and Responsibilities

The Act recognises six consumer rights and matches them with six consumer responsibilities. A right is meaningful only if the consumer is also vigilant.

#### 3.1 The Six Consumer Rights

**Mnemonic: SICHRE**

**S**afety, **I**nformation, **C**hoice, **H**earing, **R**edressal, **E**ducation.



1. **Right to Safety.** Protection against marketing of goods and services that are hazardous to life and property. *Example:* electrical appliances must carry the ISI mark; gold ornaments must carry BIS Hallmark; food items must carry the FSSAI logo.
2. **Right to be Informed.** Right to know quality, quantity, potency, purity, standard and price. *Example:* packaged goods must display MRP, net weight, manufacturing date, expiry date, batch number and ingredients.

3. **Right to Choose.** Right to access a variety of goods and services at competitive prices. *Example:* a multiplex cannot force a viewer to buy a particular brand of snacks; the viewer can carry her own water as per law.
4. **Right to be Heard.** Right to file a complaint and be heard in the appropriate consumer forum, and to be represented on policy-making bodies. *Example:* customer-care cells, the three-tier consumer commissions.
5. **Right to Seek Redressal.** Right to redressal against unfair trade practices, by way of relief, replacement, refund or compensation. *Example:* ordering a Samsung washing machine on Amazon, receiving a defective unit, filing in the District Commission and getting it replaced.
6. **Right to Consumer Education.** Right to acquire knowledge and skills to be an informed consumer throughout life. *Example:* consumer-education chapters in school textbooks; government *Jago Grahak Jago* campaigns.

### Maggi 2015

In 2015 the Food Safety and Standards Authority of India (FSSAI) ordered a recall of Maggi noodles because tests showed lead levels above permissible limits. The recall is a textbook case of the Right to Safety and the Right to be Informed working together: the consumer had a right to know the lead content and a right to be protected from a product that exceeded safe limits.

## 3.2 The Six Consumer Responsibilities

1. **Be aware** of various goods and services on the market so that an informed choice can be made.
2. **Insist on a cash memo / bill.** A cash memo is required as proof of purchase when filing a complaint.
3. **Look for standard marks.** ISI on electrical goods, FSSAI on food, BIS Hallmark on gold, AGMARK on agricultural produce, ECOMARK on environment-friendly products.
4. **File a truthful complaint.** If a defect or deficiency is found, file a complaint promptly with documentary evidence.
5. **Be honest** in transactions, in the information given to the seller and in the claims made against him.
6. **Cooperate** with consumer authorities during enquiry, with the police if a case is registered, and with consumer organisations conducting research.

### Rights vs Responsibilities

A **right** protects the consumer; a **responsibility** is what the consumer must do to be able to use that right. Cash memo is a *responsibility*; redressal is a *right*. Don't mix them up in the 3-mark answer.

### 3.3 Standard Marks the Consumer Should Recognise

<b>ISI</b> Electrical goods, pressure cookers	<b>FSSAI</b> All pack- aged food products	<b>Hallmark</b> Gold and silver ornaments
<b>AGMARK</b> Ghee, honey, spices, oils	<b>ECOMARK</b> Eco-friendly products	<b>Woolmark</b> Pure-wool garments

### 3.4 Rights in Action: Five Worked Cases

Reading the six rights is easier than applying them. The five short cases below show how the rights map to typical CBSE case-based questions.

1. *A pressure cooker explodes during a wedding lunch and injures the cook.* The right violated is the **Right to Safety** (hazardous goods); product liability applies and the consumer can claim compensation from the manufacturer.
2. *A packet of biscuits shows an expiry date but no list of ingredients.* The right violated is the **Right to be Informed**.
3. *A cable-TV operator forces subscribers to take a package with channels they do not want.* The right violated is the **Right to Choose**; this is also a restrictive trade practice (tie-in).
4. *A customer's complaint about a bounced cheque-book fee is ignored by the bank for four months.* The right violated is the **Right to be Heard**; deficiency in service is the cause of action.
5. *An online seller refuses to refund an obviously defective phone within the seven-day window stated on its website.* The right violated is the **Right to Seek Redressal**; the consumer can file in the District Commission where she resides.

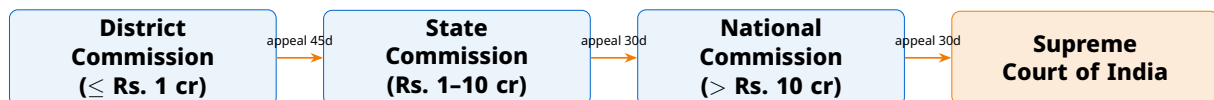
#### Case-based scoring tip

First identify the right violated, then attach the relief sought; markers award full marks when the answer names both. Vague phrasing like “the consumer was cheated” is worth one mark; “Right to be Informed was violated and the consumer can claim refund and compensation” is worth three.

## 4. Redressal Mechanism

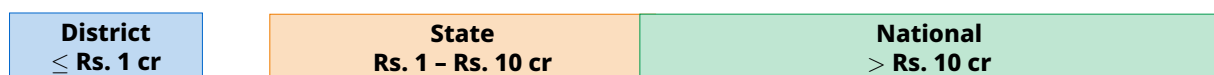
The CP Act 2019 sets up a quasi-judicial three-tier machinery for consumer disputes: the District Commission, the State Commission and the National Commission. Each tier has a pecuniary jurisdiction (a money-value limit) and a fixed appeal route.

### 4.1 The Three Commissions



1. **District Commission.** Established in each district. Pecuniary jurisdiction: up to Rs. 1 crore. Composition: a President of district-judge rank and at least two members (one must be a woman). Appeal lies to the State Commission within 45 days.
2. **State Commission.** Established in each State / UT (usually in the State capital). Pecuniary jurisdiction: above Rs. 1 crore, up to Rs. 10 crore. Composition: a President (sitting or retired High Court judge) and at least four members. Appeal lies to the National Commission within 30 days.
3. **National Commission.** Located at New Delhi. Pecuniary jurisdiction: above Rs. 10 crore. Composition: a President (sitting or retired Supreme Court judge) and at least four members. Appeal lies to the Supreme Court within 30 days.

### 4.2 Pecuniary Jurisdiction at a Glance



#### Pecuniary Limits Recap

**District Commission:** up to Rs. 1 crore.

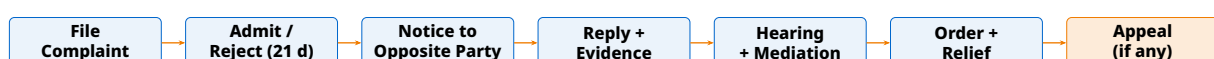
**State Commission:** above Rs. 1 crore, up to Rs. 10 crore.

**National Commission:** above Rs. 10 crore.

Appeal flow: District → State (45 days) → National (30 days) → Supreme Court (30 days).

### 4.3 Procedure: From Complaint to Order

A complaint moves through a fixed sequence inside the commission. The flow is examiner favourite because it is easy to draw and easy to question.



**Time limits inside the commission:** a complaint must be admitted or rejected within 21 days. The final order is expected within 3 months (without expert testing) or 5 months (with expert testing). Mediation may be attempted at any stage.

#### 4.4 Reliefs Available to the Consumer

The CP Act 2019 (Sections 38(7) and 39) lists **ten reliefs** the commission can grant:

1. Removal of defects from goods.
2. Replacement of defective goods.
3. Refund of the price paid.
4. Compensation for loss or injury (including mental agony and harassment).
5. Removal of deficiency in services.
6. Discontinuation of unfair trade practice and an undertaking not to repeat it.
7. Withdrawal of hazardous goods from the market.
8. Issue of corrective advertisement to neutralise misleading advertisements.
9. Payment of punitive damages.
10. Cessation of manufacture of hazardous goods or services.

##### Common Mistake

The 1986 Act had *seven* reliefs; the 2019 Act has *ten*. “Corrective advertisement”, “punitive damages” and “cessation of manufacture” are new. Always attribute the reliefs to the 2019 Act in the answer.

#### 4.5 Who Can File, Where to File, and How

Six categories of persons can file a complaint (Section 2(5)): a consumer; a registered consumer organisation; the Central Government, any State Government or the CCPA; one or more consumers with the same interest (class action); the legal heir of a deceased consumer; and the parent or legal guardian of a minor or person of unsound mind.

**Where to file?** Where the cause of action arose, where the opposite party resides or carries on business, or where the complainant herself resides (the 2019 Act gave the complainant this third choice).

**What is required?** A written complaint, the cash memo or bill (proof of purchase), a nominal fee that scales with the claim value, and the specific reliefs sought.

##### 6-mark answer scaffold

For a 6-mark case-based question, structure your answer in this order: (i) name the right(s) violated, (ii) name the commission to approach (use the claim value), (iii) list three reliefs the consumer can claim, (iv) state the appeal route. This scaffold consistently scores 5–6 of 6.

## 5. Role of Consumer Organisations and NGOs

Consumer organisations and NGOs sit alongside the formal redressal machinery as the third pillar of consumer protection. They educate consumers, test products independently, and file complaints on behalf of those who cannot fight a case alone.

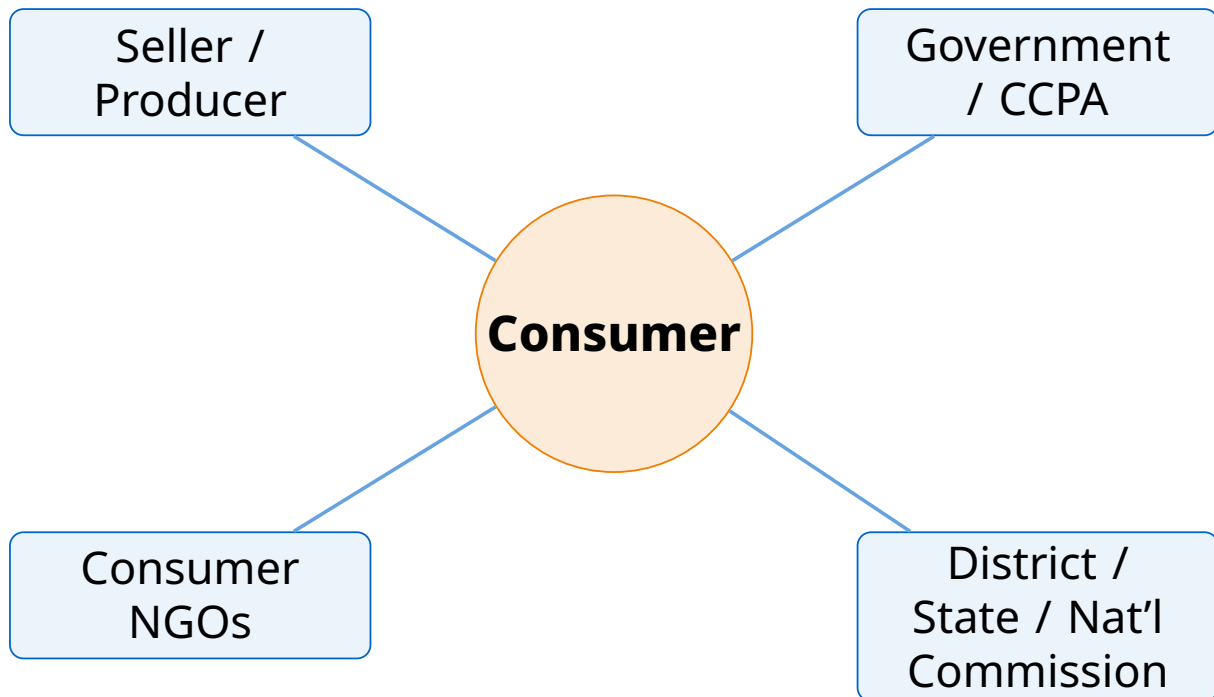
### 5.1 Major Indian Consumer Organisations

- **VOICE**, Voluntary Organisation in Interest of Consumer Education, Delhi. Publishes *Consumer Voice* magazine.
- **CGSI**, Consumer Guidance Society of India, Mumbai. India's oldest consumer-protection NGO (founded 1966). Publishes *Keemat*.
- **CERS**, Consumer Education and Research Society, Ahmedabad. Runs the Consumer Education and Research Centre (CERC); publishes *Insight*; operates a product-testing laboratory.
- **Common Cause**, Delhi. Focuses on Public Interest Litigation (PIL) on consumer issues.

### 5.2 Six Functions of Consumer Organisations

1. **Educate consumers** through publications, workshops, websites, audio-visual material.
2. **Publish periodicals and journals** that compare products and expose unfair trade practices.
3. **Carry out comparative testing** of consumer products in accredited laboratories.
4. **Mobilise consumers** to file complaints; provide legal aid.
5. **File complaints and PILs** as "recognised consumer associations" under the 2019 Act (Section 2(5)(b) and Section 35).
6. **Lobby with government** as pressure groups for stronger laws.

### 5.3 Where NGOs Fit in the Bigger Picture



The consumer sits at the centre. Sellers supply goods and services; the government and the CCPA frame and enforce policy; NGOs educate and advocate; the three-tier commissions hear disputes when the other three actors fail.

### 5.4 Six Ways and Means of Consumer Protection

Consumer protection in India operates through six broad pillars. NCERT lists these together near the end of the chapter and CBSE has tested them as a 5-mark question.

1. **Self-regulation by business** through in-house customer-service cells.
2. **Business associations** (CII, FICCI, ASSOCHAM) framing codes of conduct.
3. **Consumer awareness:** read labels, compare prices, keep cash memos.
4. **Consumer organisations and NGOs** (VOICE, CGSI, CERS, Common Cause).
5. **Government legal regime:** CP Act 2019, Sale of Goods Act 1930, Essential Commodities Act 1955, BIS Act 2016, FSS Act 2006, Standards of Weights and Measures Act 1976.
6. **Three-tier redressal machinery:** District / State / National Commissions.

#### CGSI's product-testing role

The Consumer Guidance Society of India, set up in Mumbai in 1966, tests packaged food, cosmetics and household appliances in independent laboratories and publishes the results in *Keemat*. Several FSSAI safety notices since

2010 were triggered by data first published by CGSI, which shows how NGO research feeds into formal regulation.

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## 6. Product Liability, E-commerce and Landmark Cases

The 2019 Act added two big-ticket features that the 1986 Act did not have: product liability and explicit coverage of e-commerce. Both have been tested in recent CBSE board papers as 3-mark and 4-mark application questions.

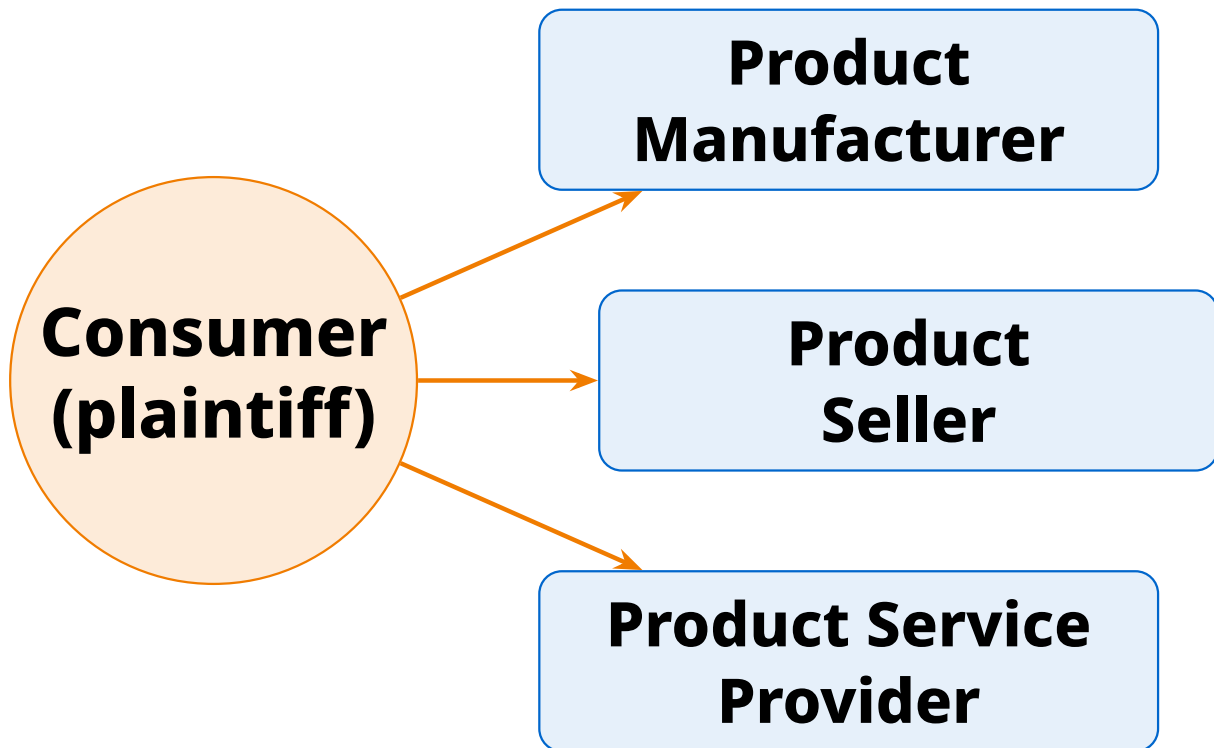
### 6.1 Product Liability under the 2019 Act

#### Section 82–87, CP Act 2019

**Product liability** means the responsibility of a product manufacturer, product seller, or product service provider, to compensate a consumer for any harm caused by a defective product or service. The consumer can sue any one (or all) of the three.

A product-liability action can be filed when:

- The product contains a *manufacturing defect*.
- The product is *defective in design*.
- The product deviates from *manufacturing specifications*.
- The product does not conform to the *express warranty*.
- The product fails to contain *adequate instructions* for correct use, or *warnings* about its hazards.



### Product liability is joint and several

Under the 2019 Act the consumer can sue *any one or any combination* of the three parties (manufacturer, seller, service provider). Many students wrongly say only the manufacturer is liable; the correct phrasing is "*joint and several liability*".

## 6.2 E-commerce Coverage

The Consumer Protection (E-commerce) Rules, 2020 (issued under the 2019 Act) impose specific duties on e-commerce platforms:

1. Display the seller's name, contact details, address and PAN clearly.
2. Display the total price, including all taxes and delivery charges.
3. Display the country of origin for each product.
4. Set up a grievance officer who must respond within 48 hours and resolve within one month.
5. Allow easy cancellation and refund; do not impose cancellation charges if the seller breaches the contract.

### Why this matters for the Class 12 student

A student who orders books on Amazon, a mobile phone on Flipkart or food on Swiggy is covered by the CP Act 2019 even though the seller and the buyer are in different states. The 2019 Act allows her to file in the District Commission *where she resides*, which is a major shift from the 1986 Act.

### 6.3 Landmark Indian Consumer Cases (NCERT-flagged)

- **Lucknow Development Authority v. M.K. Gupta (1994).** The Supreme Court held that housing construction by a development authority is a *service* under the Act and a delay in handing over possession is a deficiency. Established that government bodies are not exempt.
- **Indian Medical Association v. V.P. Shantha (1995).** The Supreme Court ruled that medical services rendered for a fee are covered by the Act. Free services in government hospitals are excluded; paid services are not.
- **Karnataka Power Transmission Corporation v. Ashok Iron Works (2009).** A company is a “person” and therefore a consumer for goods bought for commercial use that are used to earn a livelihood by means of self-employment.
- **Maggi Recall (FSSAI, 2015).** Lead found in noodles led to a nationwide recall and product withdrawal under the Right to Safety.
- **Subhra Mukherjee v. Bombay Hospital Trust (2010).** The National Commission awarded compensation for medical negligence; the case is cited as a textbook example of service deficiency.

#### Use one case per answer

For a 4-mark or 6-mark question, cite *one* relevant landmark case to anchor the answer. The case adds credibility without using up word-count. Pick the one closest to the facts of the question.

### 6.4 The Six Reliefs Most Often Granted

Of the ten reliefs listed earlier, six show up in 80% of decided cases. Knowing the short list helps in case-based answers.

**Replacement  
of goods**

**Refund  
of price**

**Compensation  
(loss / injury)**

**Repair /  
Remove defect**

**Stop unfair  
trade practice**

**Withdraw  
hazardous  
goods**

#### Memory Aid: R-R-C-D-S-W

**R**eplace, **R**efund, **C**ompensate, **D**efect removal, **S**top unfair practice, **W**ithdraw hazardous goods. Six reliefs that cover the common case-based question.

## 7. Quick Reference Summary

### 6.1 Key Terms at a Glance

Term	Definition (CP Act 2019)
Consumer	Person who buys goods / hires services for a consideration for personal use; includes any user with the buyer's consent.
Complainant	Consumer, registered consumer organisation, Government / CCPA, group of consumers, legal heir, parent / guardian.
Complaint	A written allegation about an unfair / restrictive trade practice, defect, deficiency, overcharging, hazardous goods or product liability.
Defect	Fault, imperfection or shortcoming in a <i>good</i> .
Deficiency	Fault, imperfection or shortcoming in a <i>service</i> .
Unfair Trade Practice	Sale-promotion through unfair methods (false statements, fake bargains, false warranties, hazardous goods).
Restrictive Trade Practice	Practice that manipulates price or delivery conditions, restricts supply (tie-in arrangements, deposit demands).
Consumer Right	One of six rights: Safety, Information, Choice, Hearing, Redressal, Education.
Pecuniary Jurisdiction	The money-value limit that decides which commission can hear a case.
CCPA	Central Consumer Protection Authority; the central regulator created by the 2019 Act.

### 6.2 Three-Tier Jurisdiction Table

Commission	Pecuniary Jurisdiction	Composition	Appeal to
District	Up to Rs. 1 crore	President (district-judge rank) + 2 members (1 woman)	State Commission (45 days)
State	Above Rs. 1 cr, up to Rs. 10 cr	President (HC judge / ret'd.) + at least 4 members	National Commission (30 days)
National	Above Rs. 10 crore	President (SC judge / ret'd.) + at least 4 members	Supreme Court (30 days)

### 6.3 Quick Mnemonics

- **SICHRE** , six consumer rights (Safety, Information, Choice, Hearing, Redressal, Education).
- **I-U-E-S** , why consumer side needs protection (Ignorance, Unorganised, Exploitation, Spurious goods).

- **L-R-S-M-G**, why business side benefits (Long-term, Resources, Social responsibility, Moral, Government).

## 6.4 One-Line Recap for the Exam

### Key Takeaways

- Consumer protection in India is governed by the CP Act 2019 (in force from 20 July 2020), which replaced the 1986 Act.
- Six consumer rights (SICHRE) are matched with six responsibilities (awareness, cash memo, standard marks, truthful complaint, honesty, cooperation).
- Three-tier redressal: District (up to Rs. 1 cr) / State (Rs. 1–10 cr) / National (above Rs. 10 cr); appeals run upward to the Supreme Court.
- The CCPA is a new central regulator with powers to investigate, recall and penalise misleading advertisements.
- Ten reliefs are available, including corrective advertisement, punitive damages and cessation of manufacture, all new in 2019.
- Six pillars of consumer protection: self-regulation, business associations, consumer awareness, consumer organisations, legal regime, redressal machinery.

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