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By Speed Post

File No. J/24/7/2014-CPU
Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Consumer Affairs
(Consumer Protection Unit)
Website: www.fcamin.nic.in

Krishi Bhawan, New Delhi
Dated the 11th March 2014

To

- (i) Professor Ashok Patil, NLSUI, Bangalore
- (ii) Mr. Amin, CERC, Ahmedabad
- (iii) Mr. George Cherian, CUTS, Jaipur
- (iv) Mr. Vinod Asish, SAVERA, New Delhi

Sub: Constitution of Inter-Ministerial Monitoring Committee on the issue of misleading advertisement

Sir,

I am directed to say that an Inter-Ministerial Monitoring Committee has been constituted vide Office Memorandum of even number dated 21.02.2014 (copy enclosed) to look into the aspects of misleading advertisements.

2. It has been under consideration by the competent authority to nominate the following in the Inter Ministerial Monitoring Committee to represent from VCO/NGO, CCPC and Industry / Trade Bodies, as per details given below:

I. Representatives from NGO's and VCO's

- (a) Prof. Ashok Patil, NLSUI, Bangalore
- (b) Mr. Amin, CERC, Ahmedabad

II. Representatives from CCPC

- (a) Mr. George Cherian, CUTS, Jaipur {The tenure co-terminates
- (b) Mr. Vinod Ashish, SAVERA, New Delhi {with existing CCPC

III. Representatives from Industry/ Trade Bodies

- (a) Representative from FICCI
- (b) Representative from CII

3. It is requested that a line of confirmation may be conveyed about your consent to be the representative/participant for the IMMC by 25th March 2014 positively.

Encl: as above

Yours faithfully,

(G.N. Singh)

Director (CPU)

011-23388317

Email: dsecre-ca@nic.in

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F.No. 18(20)/2011-CPU
Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Consumer Affairs

Krishi Bhawan, New Delhi
Dated : 21.02.2014

OFFICE MEMORANDUM

Subject: Constitution of Inter-Ministerial Monitoring Committee on the issue of misleading advertisement – regarding.

Taking cognizance of the problem of misleading advertisements and unfair trade practices arising therefrom and in order to safeguard the interests of the consumers, the Government of India constitutes an Inter-Ministerial Monitoring Committee (IMMC) consisting of the following with immediate effect:

- | | | |
|-------|--|----------------|
| i) | Additional Secretary, D/o Consumer Affairs | - Chairman |
| ii) | Director General, Bureau of Indian Standards or their representative | - Member |
| iii) | Joint Secretary, D/o Consumer Affairs | - Member |
| iv) | Joint Secretary, M/o I&B | - Member |
| v) | Secretary, Press Council of India or their representative | - Member |
| vi) | Chairman, Advertising Standard Council of India | - Member |
| vii) | Joint Secretary, M/o Health & Family Welfare | - Member |
| viii) | CEO, Food Safety and Standards Authority of India | - Member |
| ix) | Dr. Suresh Mishra, Prof. Centre for Consumer Studies, IIPA | - Member |
| x) | Two representatives from NGOs/VCOs on rotational basis | - Member |
| xi) | Two representatives from Industrial/Business/Trade Bodies on rotational basis. | - Member |
| xii) | Two representatives from Central Consumer Protection Council on rotational basis | - Member |
| xiii) | Director (CPU), D/o Consumer Affairs | - Member Secy. |

2. The Committee shall:

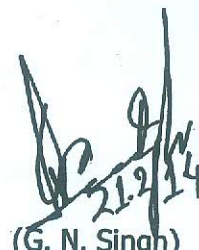
- a) Monitor misleading advertisement and unfair trade practices arising thereto and suggest steps accordingly ;
- b) Identify and recommend appropriate legislative measures;
- c) Suggest on an on-going basis institutional measures for intervention in this regard;
- d) Any other matter relevant to the problem.

Contd....



3. The tenure of the Committee shall be for two years.
4. The Consumer Protection Unit, Department of Consumer Affairs shall provide secretarial assistance and the expenditure will be met from Consumer Welfare Fund for providing adequate support to the IMMC.
5. This Committee will meet periodically and look into the complaints received against misleading advertisements. The complaints can be received either in writing or through E-mail.
6. Nomination of Members for representation at S.No. (x, xi, xii) above will be made by the Department of Consumer Affairs.

This issues with the approval of the competent authority.



(G. N. Singh)
Director(CPU)

TEL. No. 011-23388317

Copy to :

- i) Additional Secretary, D/o Consumer Affairs
- ii) Director General, Bureau of Indian Standards
- iii) Joint Secretary, D/o Consumer Affairs
- iv) Joint Secretary, M/o I&B
- v) Secretary, Press Council of India
- vi) Chairman, Advertising Standard Council of India
- vii) Joint Secretary, M/o Health & Family Welfare
- viii) CEO, Food Safety and Standards Authority of India
- ix) Dr. Suresh Mishra, Prof. IIPA
- x) Two representatives from NGOs/VCOs
- xi) Two representatives from Industrial/Business/Trade Bodies.
- xii) Two representatives from Central Consumer Protection Council
- xiii) Director (CPU), D/o Consumer Affairs

Copy for kind information :

- i) PS to Hon'ble Minister Incharge, M/o Consumer Affairs, Food & Public Distribution.
- ii) Sr. PPS to Secretary(Consumer Affairs).
- iii) Sr. PPS to Secretary, M/o Information and Broadcasting.
- iv) Sr. PPS to Secretary, M/o Health and Family Welfare
- v) Department of Legal Affairs, Shastri Bhawan, New Delhi