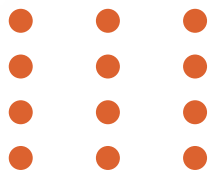
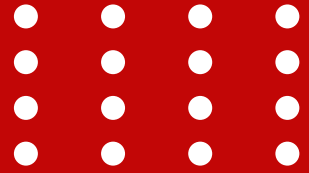




Centre for Consumer Studies  
Indian Institute of Public Administration, New Delhi

Invites you to

# NATIONAL SEMINAR



Empowering Consumers for 'Viksit Bharat@2047'

April 24-25, 2025

## About the Seminar

Consumers and companies are connecting across the physical and digital worlds. Underlying this are four human drives: the drive to acquire, the drive to bond, the drive to learn, and the drive to defend. Technological and distribution advances are shrinking the distances in the world, with the Internet and communications technology making it possible for global businesses to operate at far less cost in time and money than ever before. New international markets have led to more affluence and more competition worldwide. In the present era, there is an explosion of consumer choice and markets and producers have become more accessible worldwide. It has changed the way people live, eat, and think. The widespread exchange of goods, services, and ideas has influenced changes worldwide. The impact has been more on the emerging new middle class and rural consumers. In such a scenario, a vital prerequisite for a robust and sustainable economy is the well-being of customers. Confident, informed, and empowered consumers are the engine of economic change, as their choices drive innovation and efficiency.

India is on the path to becoming the third-largest economy by 2027 and the stage is set to push India towards the 'Viksit Bharat' by 2047. India's markets are resilient and offer significant long-term growth potential. The goal of the India@100 vision is to make the nation an inclusive, robust, and much stronger economic superpower. 140 crore citizens of the country must march step by step to overcome every challenge to build a prosperous & developed Bharat. The New India is moving towards consumer prosperity. The rising incomes and newer applications coupled with the rapid rise in internet users and smartphone penetration have given boost to consumerism.

Despite this the consumers are a vulnerable lot due to their continuous exploitation by the traders and service providers. A type of society has emerged where the manufacturers have organized on a global scale, but not the consumers. Consumers are being exploited by overcharging, black-marketing, rampant adulteration, short weights and measures, misleading advertisements, and other deceptive practices. Consumers often simply do not know the nature of the products which are on offer. They want to buy the 'best' product, yet may be unable to make an informed choice. More fundamental skepticism may exist as to whether the market system really is and can be in the consumer interest. A combination of new technologies and globalization no doubt have led to vast expansion of business but at the same time have left the consumers further confused and bewildered.

Consumer sovereignty is based on three dimensions—consumer capability, the availability and quality of information, and the level of choice or the opportunity to switch. The concept of consumerism is a movement that refers to making sufficient efforts, at different levels, to protect consumers from unethical business behavior in a society. In this regard, the Government of India has enacted several legislations for regulating the business and protecting the consumers, thereby promoting the welfare of the society. The most important of these legislations is the Consumer Protection Act (CPA), 2019. To meet the emerging challenges, the CPA 2019 has been enacted replacing the more than three-decade-old Consumer Protection Act, of 1986. CPA 2019 equips the machinery to meet the new emerging issues besides bringing efficiency in grievance redressal.

Keeping in view the need for a dialogue, the Centre for Consumer Studies, Indian Institute of Public Administration, New Delhi is organizing a National Seminar on "Empowering Consumers in Viksit Bharat@2047 on April 24 & 25, 2025. The seminar will provide a platform for various stakeholders: policy-makers, academicians, researchers, consumer experts, NGOs, media and others to deliberate, discuss, and come out with a roadmap for the protection and welfare of the consumers which is an important component of economic prosperity and goal of 'Viksit Bharat'

## Objectives of the Seminar

The seminar objectives are :

- **Explore Current Challenges:** Analyze the contemporary issues and challenges facing consumer protection and welfare in India.
- **Discuss Policy Frameworks:** Evaluate existing policies and regulatory frameworks related to consumer protection and identify areas for improvement.
- **Promote Best Practices:** Share successful strategies and best practices from various sectors that contribute to enhanced consumer protection and welfare.
- **Envision Future Strategies:** Develop actionable recommendations and strategic plans to advance consumer protection and welfare, aligning with the vision of a developed India by 2047.

## Themes of the Seminar

The Seminar is divided into eight technical sessions on the following themes:

1. Globalisation, Market and Consumers
2. Consumer Protection: Law and Policy
3. Service Sector and the Consumers
4. Consumer Protection: Emerging Issues and New Strategies
5. Consumer Education and Awareness
6. Strengthening Consumer Movement: Role of NGOs and VCOs
7. Empowering Rural Consumers
8. Media and Consumers

In each session, 6-7 selected researched papers will be presented.

## Guidelines for submission of Paper

1. Original papers based on theoretical or experimental work should be related to the Seminar themes
2. Author(s) should mention their designation along with the institutional affiliation and contact details in the papers.
3. The paper should begin with a title, a short abstract, and a list of keywords.
4. The Paper should be typed in MS Word, Times New Roman, 12-font size, and 1.5 line spacing.
5. The Abstract should be limited to 350 words only and the full paper should be 10 to 12 pages.
6. References should be in APA style.
7. Simultaneous submissions (papers already submitted to other conferences/journals) are not allowed.
8. The Plagiarism must not exceed the limit of 15% including References.
9. The organizing committee reserves the right to accept or reject the paper at their discretion.
10. Kindly send your abstract and Full-length paper to [cpwciipa@gmail.com](mailto:cpwciipa@gmail.com).
11. Papers that do not adhere to the submission guidelines will be rejected.
12. Selected papers will be published in an edited volume with ISBN Number.

## Sub themes of the Seminar

- Globalisation, Liberalisation, and the Markets
- Consumers' Behavior & Changing Tastes and Preferences of the Consumers
- Consumer Movement: National and International Perspective
- Consumer Protection: Law & Policy
- Working of Consumer Redressal Commissions
- Role of Consumer Protection Authority in Consumer Protection
- Product liability and consumer safety
- Service Quality and Consumers (Banking, Insurance, Electricity, Medical, etc)
- Problems of Vulnerable Consumers (women, children, farmers, etc.)
- Consumers and Branded Goods
- Fake and Spurious Products in the Market
- The Problem of Food Adulteration, Food Safety, and Standards.
- Consumers Education and Awareness: Strategies and Programmes
- Technology and Consumer Protection in the Cyber World: (e-commerce, direct selling, telemarketing, cyber-security, data theft, etc.)
- Media and Rural Consumers
- False and Misleading Advertisement
- Quality and Standards
- Programmes and Policies to Protect Consumers
- Role of Grassroot Organisations in Consumer Protection
- NGOs and Consumers
- Quality of Life and Sustainable Consumption
- Changing Consumer Lifestyles: Threat to Earth Sustainability
- Climate Change and its Impact (Agriculture, Food Security, etc.)
- Consumer's Contribution and Responsibilities to Climate Change
- Evolution of consumer protection laws in India
- The regulatory framework governing consumer protection in India
- Strengthening consumer redressal mechanisms
- Consumer awareness and empowerment
- Consumer Protection: emerging trends and future challenges

Note: The above themes are illustrative only and authors can choose any other relevant topic of their choice



## Participants

- Government Officers;
- Faculty members from Universities/Colleges;
- Research Scholars and Students;
- Representatives from Regulatory bodies (TRAI, IRDAI, FSSAI, BIS, ASCI);
- Members and officials from Consumer Commissions;
- Representatives from Industry/ Industry Associations; and
- Members of NGOs/ VCOs working in consumer protection.



## Important Dates

- Deadline of Registration & Submission of Abstract: March 12, 2025
- Deadline for Communication of Acceptance of Abstract: March 20, 2025
- Deadline for Payment of Registration Fee: March 29, 2025
- Deadline for Submission of Full Paper: April 10, 2025



## Registration

Those who want to attend the conference and present their papers need to register themselves through below Google form link <https://forms.gle/11ZxZ3PcrB5BLdAx8>

Please send the registration fee receipt to IIPA on [cpwciipa@gmail.com](mailto:cpwciipa@gmail.com)

### Registration Fee:

Faculty Members - Rs 1500/-  
Reserach Scholars - Rs. 1000/-  
Students - Rs.800/-

Note: In Case of joint authorship both should pay registration fee. Certificate will be issued to the author(s) who present the paper.

### IIPA Bank Details:

- 1) Beneficiary/Account Name - Indian Institute of Public Administration
- 2) Bank Name & Branch - UCO Bank, IIPA 4, Block B
- 3) Bank A/C No - 18200100002699
- 4) IFSC Code - UCBA 0001820
- 5) MICR Code-110028041



## Date and Venue

The conference will be held at TNC Hall, Indian Institute of Public Administration (IIPA) New Delhi. It will be for two days with eight parallel technical sessions.

The Conference will be held on **April 24 & 25, 2025**

## Seminar Coordinator

**Prof Suresh Misra**  
**Professor in Public Administration**

**Dr. Sapna Chadah**  
**Associate Professor in**  
**Constitutional & Administration**



## Accommodation

The institute has limited hostel facilities. Those who are interested in availing it can request it at [cpwciipa@gmail.com](mailto:cpwciipa@gmail.com) The booking would be done on a first come first basis. The charge for accommodation is ₹800 per person on a twin-sharing basis. Food charges during stay will be additional.



## About IIPA

The Indian Institute of Public Administration was established in 1954 as an autonomous body under the Societies Registration Act. It was formally inaugurated by the first Prime Minister of India and the first President of the Society, Pt. Jawaharlal Nehru, on March 29, 1954 in New Delhi. The Institute has made its mark as the country's premier training Institute. The main aim of the founding fathers of the Institute was that the organization should not only stimulate a proper study of public administration and train directly several persons in the discipline, art, and practice of administration but also act as a catalyst in various fields of administration in the country. Through a long chain of programs of research, training, advisory and consultancy, conferences and seminars, case-studies, and publication of journals and books devoted to research in specific fields of administration, the Institute over the past seven decades has made significant contribution to the various sectors of public administration at the central, state and local levels. Since 1991, consumer protection and consumer welfare is one of the thrust areas of the Institute's activities

## About CCS

Centre for Consumer Studies (CCS) is a unique Centre which was established in 2007 at IIPA, New Delhi, to give boost to the efforts of the Government in the area of Consumer Protection and Consumer Welfare. The objective of the CCS is to perform, facilitate and promote better protection of consumers' rights and interests with special reference to rural India. The broad areas of focus of the Centre comprise capacity building, advocacy, policy analysis, research, advisory and consultative services, and networking. The Centre seeks to network with national and international agencies and interface with other stakeholders by serving as a bridging "think tank" with an intensive advocacy role. The Centre provides a forum for creating dialogue among policy makers, service providers, representatives of various business establishments and their associations, professional bodies / associations, civil society organizations, educational / research institutions, economic and social development organizations as well as leading NGOs. The Centre thus provides a platform for exchange and constant flow of information.



## Contact us

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