

I-19/42/2022-W&M
Department of Consumer Affairs
Legal Metrology Division

Dated 16.8.2022

Inviting Public Consultation for declaring two or more prime constituents of the commodity on front side of the package with the Brand Name/ Logo

Under the Legal Metrology (Packaged Commodities) Rules, 2011 it is mandatory to declare few declarations like name and address of the manufacturer/ packer/ importer, country of origin, common or generic name of the commodity, net quantity, month and year of manufacture, MRP, consumer care details etc. on all pre-packaged commodities in the interest of consumers.

2. Rule 2(h) of the Legal Metrology (Packaged Commodities) Rules, 2011 provides that:

"2(h) "principal display panel", in relation to a package, means the total surface area of the package where the information required under these rules are to be given in the following manner, namely:-

*(i) all the information could be grouped together and given at one place; or
(ii) the pre-printed information could be grouped together and given in one place and on line information grouped together in other place;"*

3. Rule 9 (1)(a) of the Legal Metrology (Packaged Commodities) Rules, 2011 provides that "Every declaration which is required to be made on a package under these rules shall be legible and prominent".

4. It is observed that many manufacturers/ packers/ importers are not making important declarations prominently on the Front side of the Package which is necessary in the interest of consumers and also violate their consumer right of "Right to be informed". The declaration of unique selling point / unique selling proposition (USP) of the product on the front side of the package without it's percentage of composition is against the consumer rights.

5. Therefore, in the interest of consumers the Legal Metrology (Packaged Commodities) Rules, 2011 may be amended to incorporate a new provision under Rule 6(1)(b) of the said rules. Rule 6(1)(b) provides that:

“(b) The common or generic names of the commodity contained in the package and in case of packages with more than one product, the name and number or quantity of each product shall be mentioned on the package.”

6. The new provision under this sub-rule may be considered to be inserted, that:

“6(1)(ba) Provided that in case, a commodity contains more than one constituents, the front side of the package shall have a declaration of two or more prime constituents of the commodity with the Brand Name/ Logo. The declaration of two or more prime constituents shall contain the percentage/ quantity of unique selling point / unique selling proposition (USP) of the product and in the same font size in which the declaration of unique selling point / unique selling proposition (USP) is made.

Provided further that this sub-rule shall not be applicable for a mechanical or electrical commodity.”

7. The public comments/ views are solicited from all concerned/ stakeholders including industries, associations, consumers, Voluntary Consumer Organisation and other stakeholders in the matter of declaring two or more prime constituents of the commodity on the front side of the package with the brand name/ logo of the company.

8. The comments/ suggestions are invited in this regard from all stakeholders within 15 days from the date of posting of this invite i.e. **upto 31.08.2022** on js-ca@nic.in, dirwm-ca@nic.in and ashutosh.agarwal13@nic.in or physically to Director, Legal Metrology, Room No 461-A, Krishi Bhawan, New Delhi-01.