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Criteria: III

Metric No 3.3.3.1

Total number of books and chapters in edited volumes/books published and papers in national/ international conference proceedings year wise during year

Academic Year: 2023-24

Summary Sheet

3.3.3.1-Total number of books and chapters in edited volumes/books published and papers in National/International conference proceedings year wise during year

S.No	Name of Faculty	Department	No of Book Chapters/Books/Conference Proceedings Published
1	Dr.A.Srinivas Reddy	Chemistry	1
2	Dr.B.Sabitha	Chemistry	1
3	Dr.P.Sugunakar Reddy	Management	1
4	C.Dattatreya	Commerce	1
5	Dr.B.Chandrakala Naik	Management	1
6	T.Anusha	Management	1
7	A. Rajinkumar	Management	1
8	Dr D.Prem kumar	Management	1
9	S.Shambavi	Management	1
10	B.Kishorekumar	Management	1
11	Dr.P.Ajith Kumar	Management	1
12	Raju Vemula	Commerce	1
13	T.Rajeshwar	Commerce	1
14	Dr S.Mahenderkumar	Management	1
15	G.Kalpana	Commerce	1
16	Dr Suresh Chandra	Management	1
17	Ch. Karuna	Management	1



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Synthesis, Bioautography and in vitro cytotoxic activity of Triazole linked macrocycles and Heterocyclics

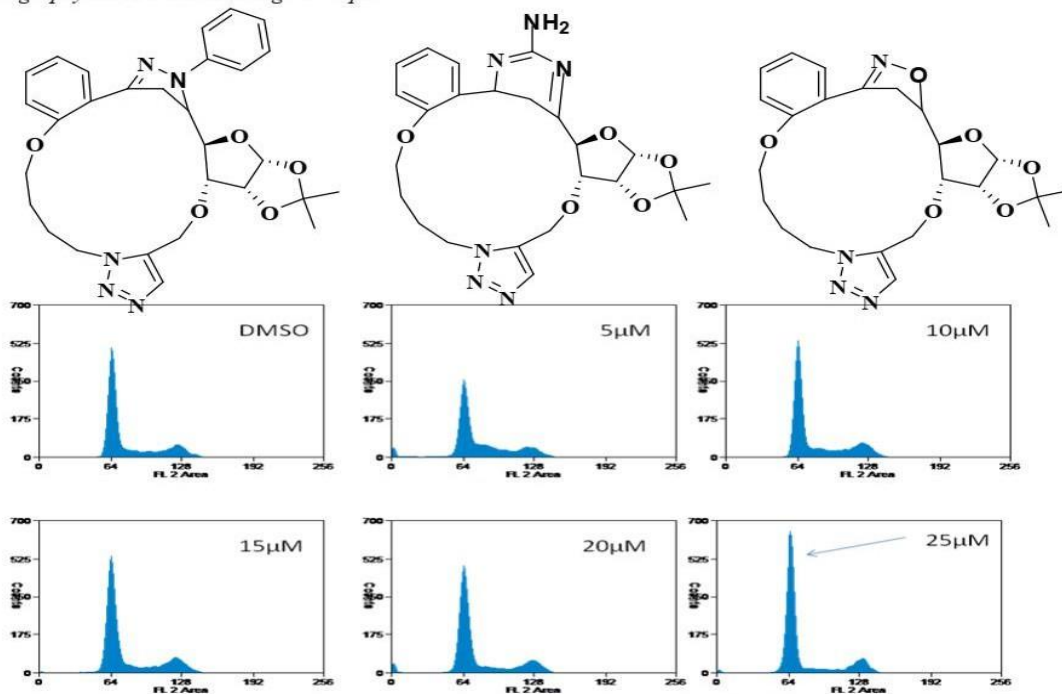
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Macroyclic enones were prepared from through click reaction and intermolecular Aldol condensation. The dipole generated from hydrazine hydrochloride, Hydroxyl amine and Guanidine hydrochloride were reacted with macro cyclic enone to give a new class of Spiro amino pyrimidines, Phenyl pyrazoles and Isoxazoles grafted macrocycles in good yield. The structure of newly Synthesized compound confirmed with IR, NMR and Mass spectroscopy and evaluated their anti cancer activity with Bioautography and invitro screening technique.



Department of Chemistry, GDC Siddipet (Autonomous)

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**SPECTROSCOPIC AND THERMAL PROPERTIES OF AROMATIC
RESIN COPOLYMERS DERIVED FROM DHPPE, FM, U & TU**

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Abstract: Present day, aerospace application require polymer with high temperature stability. Various types of polymers like polycarbonate(PC), poly ethylene terephthalate (PET), polyether ether ketone (PEET), Aramid are already available in market. In addition new types of polymers are required for the purpose. It is generally believed that presence of aromatic groups in polymer backbone enhance thermal stability. PC, PET Aramid are example for this. DHPPE, DHPP is of the important aromatic monomer. By Copolymerizing it with different monomers like FM, U & TU different types of copolymers can be obtained. In this article the author, report on synthesize characterization such heat resistant polymer. For the purpose, FTIR, NMR spectroscopy are used to evaluate heat resistance profiles. TGA, DTA are employed. Thermal degradation profiles thermal properties of the developed copolymers are determined. Activation energy associated with thermal degradation of the copolymers is evaluated from Arrhenius plots.

Consumer Awareness and Education - Role of Educational Institutions

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Abstract

Education is referred to the act of developing the intellect, critical thinking abilities, social and cultural understanding, and understanding of one's own self. Consumer education plays a significant role in a society, and the importance of consumer education is to provide support to the consumers and organize their everyday lives in a sustainable way. The purpose of Consumer education is to teach the consumer how to detect the presence of deception and other abuses. Consumer education imparted through educational programmes and community organizations is beneficial for the society at large to bring stability, transparency, efficiency and helping the consumer in evaluating offered products and appeals in a better manner. In the process of creating the awareness, the main focus is on providing the knowledge about Consumer protection act- 1986 and 2019 to the customers in creating the awareness. Educational institutions are identified to play a significant role in imparting consumer education awareness to protect the consumers.

Key words: Consumer Awareness, Education, Consumer Protection Act - 1986, 2019.

1. Meaning of Education and Consumer Education

Education is referred to the act of developing the intellect, critical thinking abilities, social and cultural understanding, and understanding of one's own self. Education is considered as an active and a dynamic process which takes place continuously during one's life by way of various experiences through formal or in an informal manner. In the process of Education, the individual continuously learns and utilizes one's experiences in learning new things and to reconstruct new things in the place of old ones.

Consumer education plays a significant role in a society, and the importance of consumer education is to provide support to the consumers and organize their everyday lives in a sustainable way. It prepares the consumer through imparting knowledge of basic concepts and skills so that consumer can make adequate decision, an informed choice based on the quality of the product and taking into account the health or environmental hazard of the goods. This will leads to achieve maximum satisfaction and utilization of the resources.


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A Study on Consumer Rights and Awareness on Consumers

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Abstract

The present time is the era of consumers. Consumers are an integral part of the society. But the importance of consumer was only recognized in primal societies but with the advent of time Consumer became a victim of exploitation. The present time is called digital age due to communication revolution in which business transactions, and other purchases have become even more easy and populist. Due to advancement in technology, education and the impact of globalization the consumers are enjoying high privileges. With the evolution of unfair trade practices, the introduction of consumer rights became necessary. Consumer Rights tend to safeguard consumer interest. The primary objective of this study is to find out the awareness of Buyer on Consumer rights. The data is collected by preparing questionnaire throughout online which was to know the awareness level of Buyer. Although India has strong and clear laws protecting consumer rights, the actual situation for Indian Buyers could be described as absolutely terrible. Very few consumers know their rights or understand their basic rights as consumers. Of the various laws that have been enacted to protect consumer rights in India.

Keywords: Consumer Rights, Buyers, Consumer Protection and Consumer Awareness.

1. Introduction

According to the definition provided in the section 2(d) (i) of the Consumer Protection Act, 1986, a consumer is any person who buys any goods for a consideration which has been paid or promised or partly paid and partly promised, or under any system of deferred payment and includes any user of such goods other than the person who buys such goods for consideration paid or promised or partly paid or partly promised, or under any system of deferred payment when such use is made with the approval of such person, but does not include a person who obtains such goods for resale or for any commercial purpose. The word "consumer" refers to any person who consumes any goods or services in any form. In addition, the consumer is not only the central point of the market but he is also the controller of the functioning of the market, the violation of his rights cannot be ignored under any circumstances. They are accessing to everything at the click of a button they are also using more electronic gadgets and depending on online purchases. On the other side the consumers are becoming the main target of exploitation and making them the worst victims of unfair trade practices. This made the government to implement the new laws and measures to protect the consumers. Though the government's is doing more

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Assessment of Awareness About Consumer Protection Act and Empowerment

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Abstract

Consumer protection act intends to provide protection to the consumers, to safeguard their interest and to protect them from unfair practices. But the reality is something different; consumers are still a victim and are exploited for many unfair practices. This academic piece intends to study the awareness of consumer protection act and consumer's rights. It is inferred that awareness among the people is less, and due to lack of awareness people gets tricked by the seller. Efforts should be made to overcome the challenges and generate awareness regarding consumer rights and what measures they should take while purchasing the product.

Keywords: Consumer Rights, Consumer Protection and Consumer Awareness

1. Introduction

The present time is the era of consumers. The word "consumer" refers to any person who consumes any goods or services in any form. In addition, the consumer is not only the focal point of the market but he is also the controller of the functioning of the market, the violation of his rights cannot be ignored under any circumstances. The present time is called digital age due to communication revolution in which business transactions, and other purchases have become even more easy and populist. This has been possible because the development of electronic communication has brought new dimensions, due to which direct connectivity between different countries has increased business opportunities. But this opportunity is further attacking the rights of the consumers due to the greed of the business class. However, during consumption the consumer may face many problems despite best efforts.

2. Review of Literature

Dr. Mona Sikka, (2012)

Consumer Protection Act-Awareness, according to the research paper, the rights of patients have always been a matter of debate at the global level and patient rights are also being legalized across the world, such as in India under the "Consumer Protection Act, 1986". Attempts have been made to protect the rights of consumers, including patients going to the hospital for treatment, but health professionals' awareness of these laws is ignored. With the development of science and biotechnology in the last few decades, people's living standards have improved, they have

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Consumer Rights in the Contemporary World

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Abstract

A consumer is the most important visitor in our premises, he is not dependent on us, we are dependent on him, he is not an interruption in our work, he is the purpose of it. It was said by the Mahatma Gandhi. Companies ultimate goal is to reach consumer. Instead of looking at quantity oriented but also they have to think about consumer health and welfare is also important. Researcher is to study about consumer rights in the present scenario and importance of creating awareness about rights of consumers at present cut thought competition.

Key words: Consumer, quality, rights of consumer, welfare

1. Introduction

Consumers are the ones who buy or avail commodities or services. In the process of buying the goods and services till the time they use those goods and services; they have certain rights and responsibilities as a customer which he or she is not always aware of. This might happen due to lack of knowledge and ignorance. This content is exclusively for updating and spreading awareness among the students and the readers at large about their rights as consumers. Researcher is going to present the definition of 'Consumer Awareness', the rights and duties of the consumers, and the importance of Consumer Rights.

2. Basic of Consumer Awareness

As an individual living in any country and consuming goods and services, it is necessary that we all know what rights we have in this position, and also what responsibilities we need to have. We need to understand the meaning of consumer awareness, the meaning of consumer rights and have some knowledge about the rights and duties of consumers. The same is important because without knowing these things, consumer may not realise what is wrong and right. As a customer consumer should make yourself aware of the consumer rights to avoid any undue advantage.

Consumer Awareness

It is the state of a consumer who is aware of his or her rights, understanding when these rights have been violated and also knowing what to do about it to get the appropriate redressal for the violation. The meaning of consumer awareness also extends to knowing what your duties are as a consumer and knowing what to do with this responsibility. Every person is a consumer in one way or another because we all buy goods or avail of some kind of services to keep

Consumer Protection Towards Gold Purchase and Gold Purity Assessment - A Study on BIS Hallmarking

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Abstract

The study primarily focuses on understanding the standards prescribed for the consumers while purchase of Gold. Consumer awareness regarding gold is vital due to its significant value, both as a precious metal and as an investment. Consumer knowledge about gold extends beyond the mere act of purchasing; it encompasses financial planning, protection against fraud, ethical considerations, and a deeper understanding of its significance in various aspects of life and society. In view of the significance of consumer knowledge required for protection against unethical business practices and assessment on gold for better purchase decision, the study presents a detailed analysis on understanding on BIS Hallmarking. The study further focuses on analyzing the components of BIS Hallmarking, consumer awareness on hallmarking and consumer protection on BIS hallmarking. Study is organized on Secondary data and the paper is exploratory research design in nature.

Key words: BIS, Carat, Digital Platform, Purity, Standards

1. Conceptual Overview of Hallmarking

In India, gold purity standards are determined by the Bureau of Indian Standards (BIS). BIS is the national standards body that oversees the quality and purity of various goods, including gold.

The purity of gold is measured in terms of Karats (or Carats), with 24 Karat being the purest form. Hallmarking is the accurate determination and official recording of the proportionate content of precious metal in precious metal articles. Hallmarks are thus official marks used in many countries as a guarantee of purity or fineness of precious metal articles. The principle objectives of the Hallmarking Scheme are to protect the public against adulteration and to obligate manufacturers to maintain legal standards of fineness. In India, at present two precious metals namely gold and silver have been brought under the purview of Hallmarking.

Indian Standard "IS 15820:2009 General Requirements for Establishment and Operation of Assaying and Hallmarking Centres" is the basis for recognition of Assaying and Hallmarking

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A Study on Recent Frauds and Scams in Banking Sector in India

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Abstract

The Indian banking industry has undergone remarkable transformations since the country's independence. Despite typically having strong regulations and oversight, the banking industry faces unique difficulties with regard to corporate governance, financial crisis, and ethical business practices. Despite being subject to regulatory frameworks such as the Banking Regulation Act, RBI Act, the sector grapples with numerous challenges stemming from fraudulent activities and unethical practices perpetrated by both customers and bank employees. This study focuses on the pressing issue that, despite stringent regulations, the industry continues to incur substantial losses due to the unethical conduct of individuals, especially when public funds are at stake. The keywords associated with this study include banking, stressed loans, frauds, regulations, and more delving into these aspects, the study seeks to provide insights into the root causes of financial distress, emphasizing the need for comprehensive reforms and heightened vigilance to safeguard public money and strengthen the resilience of the banking sector. In the end, the report makes several suggestions to lessen the likelihood that frauds in India may occur in the future.

Keywords: Banking, RBI, SBI, Industry, frauds, regulations, stressed loans

1. Introduction

Bank frauds have become an unfortunate reality in India, shaking the foundation of trust that the public places in the country's banking system. These fraudulent activities not only result in massive financial losses, but also tarnish the reputation of the institutions involved. In this article, we will explore some of the most significant bank frauds that have occurred in India, analyze the loopholes that were exploited, and discuss the steps taken by the Indian government and the Reserve Bank of India to control such incidents.

- Bank frauds have had a significant impact on India's financial sector, exposing vulnerabilities in the system and damaging public trust.
- The government of India and the RBI have taken numerous steps to address these challenges, focusing on enhancing oversight, reporting mechanisms, and corporate governance.
- While these measures have made progress in controlling frauds, it is important for the banking sector to remain vigilant and adaptive to emerging threats.

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A Study on the Effect of Financial Frauds on Consumers

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Abstract

Financial fraud, considered as deceptive tactics for gaining financial benefits, has recently become a widespread menace in companies and organizations. Conventional techniques such as manual verifications and inspections are imprecise, costly, and time consuming for identifying such fraudulent activities. Financial fraud occurs when someone takes money or other assets from you through deception or criminal activity. Financial fraud happens when someone deprives you of your money, capital, or otherwise harms your financial health through deceptive, misleading, or other illegal practices. When you have a hope that you would get high returns. Then the company initially motivates the consumers by showing monetary benefits, where by consumers involve in it and due to lack of awareness on financial frauds they get exploited by the companies. Sometimes even though people have awareness on such practices taking place in the market they overlook it and expect high returns and make a high investment. This leads to the financial frauds and later the consumers get a bitter experience. Financial frauds have become a pervasive and complex challenge in today's globalized economy, affecting individuals, businesses, and entire economies. This study aims to examine the multifaceted effects of financial frauds on various stakeholders, including investors, financial institutions, regulatory bodies, and the broader society. Employing a multidisciplinary approach, we analyze the direct and indirect consequences of fraudulent activities, encompassing economic, social, and psychological dimensions. The psychological toll on individuals who fall victim to fraud, as well as the broader implications for social trust, are also considered.

Key words: Consumer Awareness, Deception, Financial Fraud, Illegal Practices

1. Introduction

Financial fraud can be defined as the manipulation of financial information as well as intentional deceit with the motivation to illegally make a profit (Reurink, 2018). It usually involves representing misleading information. This paper explores the phenomenon of fraud in the context of financial market activities. Increasingly, it appears, financial fraud has moved from the fringes of financial market activity to become a widespread type of behaviour throughout the industry.

Financial fraud is a broad description including all frauds or scams that are consisted of finance related topics like credit card scams, insurance frauds, money laundering, securities frauds, or income statement misinformation (Rafay 2021a, 2023a). But some common standards include


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Consumer Rights and Awareness on Consumers: Analysis of Consumer Knowledge and Education

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Abstract

The purpose of this survey is to determine consumers' understanding of their rights. To determine the degree of customers, a questionnaire was prepared and sent online to gather data. Despite India's robust and well-defined legal framework safeguarding consumer rights, the real state of affairs for Indian consumers is nothing short of appalling. Very few customers are aware of or comprehend their fundamental legal rights. Of the numerous laws passed in India to safeguard the rights of consumers.

Keywords: Consumer Awareness, Consumer Rights, Consumer Protection

1. Introduction

We are living in the consumer era. Any person who consumes products or services in any manner is referred to as a "consumer" 1. Furthermore, since the customer not only serves as the market's focal point but also controls how it operates, any breach of his rights will be taken very seriously. Due to the communication revolution, which has made business transactions and other purchases increasingly easier and more accessible, the current era is known as the "digital age." This has been made feasible by the additional dimensions that the expansion of electronic communication has brought about, namely the increase in business prospects that come with direct connectivity between different countries. However, this possibility is further undermining consumer rights because of the business class's avarice. Nevertheless, despite best attempts, the user may encounter numerous issues during consumption.

The fundamental causes of consumerism's rise in India diverge significantly from those in the West. The most prominent problems are a lack of basic consumer products and services, inflation that is still present, low technological proficiency, poor product quality, unethical business activities, deceptive advertising, and similar problems. The primary goals of the consumer movement in our nation should be to protect the interests of consumers, raise consumer awareness, build and strengthen positive buyer-seller relationships, stop consumer exploitation, encourage consumer education, provide pertinent consumer information, offer facilities for quality testing, etc. However, the movement's development in India has been comparatively slow and sluggish compared to its counterparts in the West. This can be attributed to a number of factors, including poverty, illiteracy,

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A Study on Network Marketing and Frauds in India

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Abstract

Network marketing is a business model that depends on person-to-person sales by independent representatives, often working from home. A network marketing business may require you to build a network of business partners or salespeople to assist with lead generation and closing sales. Network marketing is known by a variety of names, including multilevel marketing (MLM), cellular marketing, affiliate marketing, consumer-direct marketing, referral marketing, or home-based business franchising. The history of network marketing finds its roots in the late 19th century when pioneering companies like the California Perfume Company (now Avon) and the Fuller Brush Company paved the way for direct selling, setting the stage for developing this distinctive business model. The network marketing playing key role in the world in view of creating employment opportunities and economic development of nation. The government also encourage the multi level marketing (MLM) in India because of reducing unemployment and increasing employment. The people also very enthusiastically participating in network marketing for economic and financially sound. One of the main criticisms of MLM is that it can be used to operate fraudulent schemes. These schemes often involve distributors making exaggerated or false claims about the potential profits and benefits of joining the company's network, and using high-pressure sales tactics to convince others to sign up. In some cases, the products being sold may be of low quality or overpriced, and the main focus of the company may be on recruiting new distributors rather than selling products.

Key words: Direct Selling, MLM, Network marketing, scams.

1. Introduction

Network marketing is a business model that depends on person-to-person sales by independent representatives, often working from home. A network marketing business may require you to build a network of business partners or salespeople to assist with lead generation and closing sales. There are many reputable network marketing operations, but some have been denounced as pyramid schemes. The latter may focus less on sales to consumers than on recruitment of salespeople who may be required to pay upfront for expensive starter kits.

Traditional sales channels

Company → Distributors → wholesaler's → retailer's → customers

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Role of Consumer Protection Act Towards Protecting Emerging Issues of Consumer Rights in India

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Abstract

In India, the protection of the rights of the consumers is administered by the Consumer Protection Act, 2019. The Consumer Protection Act, 2019, brought about significant changes and reforms in consumer protection laws in India. The Act was enacted to replace the Consumer Protection Act, 1986, and is aimed to strengthen consumer rights and streamline the dispute resolution process. The Act enhances consumer rights, provides mechanisms for quick dispute resolution, and establishes safeguards against unfair trade practices. It promotes a fair and transparent marketplace where consumers can confidently engage in transactions, knowing that they have legal recourse in case of grievances.

Key Words: Consumer Protection Councils, Consumer Rights, Essential Provisions, Unfair Trade Practices

1 Introduction

Consumer protection is the practice of safeguarding buyers of goods and services against unfair practices in the market. It refers to the steps adopted for the protection of consumers from corrupt and unscrupulous malpractices by the sellers, manufacturers, service providers. And also provide remedies where the rights of a consumer have been violated. In India, the protection of the rights of the consumers is administered by the Consumer Protection Act, 2019. The Consumer Protection Act, 2019 was introduced to replace the Consumer Protection Act, 1986. The new Act contains various provisions which incorporate the challenges faced by modern and technology-dependent consumers. The Act also contains various provisions for the protection and promoting the rights of the consumers.

A consumer is an individual or group of individuals who purchase goods and services for their own personal use and not for the purpose of manufacturing or resale. Section 2(7) of the Consumer Protection Act, 2019 defines a consumer as any person who buys goods or services in exchange for consideration and utilises such goods and services for personal use and for the purpose of resale or commercial use. In the explanation of the definition of consumer, it has been distinctly stated that the term 'buys any goods' and 'hires or avails any services' also includes all

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Fall Back Liability- Causes and Consequences to MSMEs Working in E-commerce Platform

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Abstract

The integrated business of MSMEs associated with E-Commerce Platforms have created the growth drivers of expansion of E-commerce services in India. The customers preference towards e-commerce platform have increased and in the process of delivery of services to the customers, the issues pertaining to malpractices in terms of unfair trade practices have been increased. Further, the new rules prescribed under Consumer Protection(E-Commerce) Rules, 2020 created a new regulation 'Fall Back Liability' made the seller(MSME) and e-commerce platforms held together more responsible in case of negligent conduct, service liability during packaging, delivery and omission of service to the consumers. In this regard, the study elaborates the conceptual understanding on Fall Back Liability as prescribed under E-commerce rules, 2020 and the causes of Fall back liability, consequences to MSMEs working in E-Commerce platforms.

Key Words: Inventory, Liability, Market Place, Violations

1. Introduction

Micro, Small and Medium Enterprises have been one of the corner stones of nation's progressive growth. The introduction and development of E-commerce platforms in India have created tremendous growth in the opportunities for MSMEs to associate with E-commerce platforms to sell its products to the prospective customers. Despite the scenario that, e-commerce act as intermediary between sellers and customers through online linking, The e-commerce landscape is highly competitive, making it challenging for smaller businesses to compete with larger, established brands that have greater resources for marketing and customer acquisition. Especially, the MSMEs are preferring to exist successfully through E-commerce platform in order to mitigate the higher expenses of owning and managing the firms, logistical benefits. The facility of larger customer base provided by e-commerce benefiting the small scale units to sell and benefit from both logistic and supply chain support provided by the Platforms. But, the recent amendments in the form of Fall Back Liability are strongly influencing the MSMEs to suffer from negative impact of overall shopping experience.

The Fall back liability is creating a situation where the genuine MSMEs were been equalized with exploiting small sellers who constantly influence the negative aspects of ethical business

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Product Liability and Consumer Safety - A Study on Emerging Issues

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Abstract

Product liability in India is a critical aspect of consumer protection, aimed at holding manufacturers, sellers, and distributors accountable for the products they introduce into the market. While India has taken steps to address product liability, there is a need for continuous efforts in enhancing legal frameworks, consumer education, enforcement mechanisms, and corporate responsibility to effectively protect consumers and ensure the safety and quality of products in the market. The evolution and effectiveness of product liability laws will play a pivotal role in safeguarding consumer rights and promoting a culture of product safety in India. The present paper discusses on provisions of Product Liability, contemporary issues on product liability and further the paper discusses on two select cases involved about product liability.

Key words: CP Act, 2019, E-Commerce, Liability, Regulatory Body

1. Introduction

Product liability plays a pivotal role in shaping the relationship between consumers and companies in the marketplace. As consumers, we rely on the products we purchase to be safe, reliable, and free from defects. The concept of product liability influences not only individual consumers but also has profound implications for society as a whole. Product liability is a cornerstone of consumer protection, fostering a sense of trust and confidence in the products available in the market. When products fail to meet safety standards or contain defects, the consequences can be severe, ranging from personal injuries to environmental damage.

Society relies on the legal framework surrounding product liability to hold manufacturers accountable, ensuring the safety and well-being of individuals and communities. Moreover, product liability significantly influences consumer behaviour and expectations. In an era where information is readily accessible, consumers are increasingly informed about their rights and safety standards. This heightened awareness transforms the marketplace by creating a demand for transparency and accountability.

Product liability also empowers consumers by providing legal avenues for redress in the event of defective products. This empowerment transforms consumers into active participants, ensuring their voices are heard. Companies responsive to these expectations not only fulfil legal obligations but actively contribute to shaping a culture where safety is paramount


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