

# **Report on Functioning of 'Smart Consumer App' as per Legal Metrology (Packaged Commodities) Rules**

**A Study Conducted by**



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## **Functioning of 'Smart Consumer App' as per Legal Metrology (Packaged Commodities) Rules**

### **Introduction**

The Department of Consumer Affairs, Government of India on the occasion of National Consumer Day on December 24, 2016 launched a mobile App 'Smart Consumer' to empower the consumers. The 'Smart Consumer' mobile App provides consumers' access to product labelling information, which is required under Legal Metrology (Packaged Commodities) Rules 2011. By scanning the product barcode or by entering a product's barcode number users/consumers get access to the following product information:

- Product/Commodity Name
- Name & Address of Manufacturer/Packer/Importer
- Month & Year of Manufacture/Pack/Import
- MRP
- Net Content
- Consumer care details (phone & email) for lodging grievances and consumer complaints

Smart Consumer mobile app has been developed in association with GS1 India, member of GS1 - the standards body, which develops and manages the standards for GS1 barcodes globally. GS1 India is set up by Ministry of Commerce & Industry, Govt. of India, and BIS, ASSOCHAM, APEDA, FIEO, IIP, IMC, Spices Board, FICCI & CII.

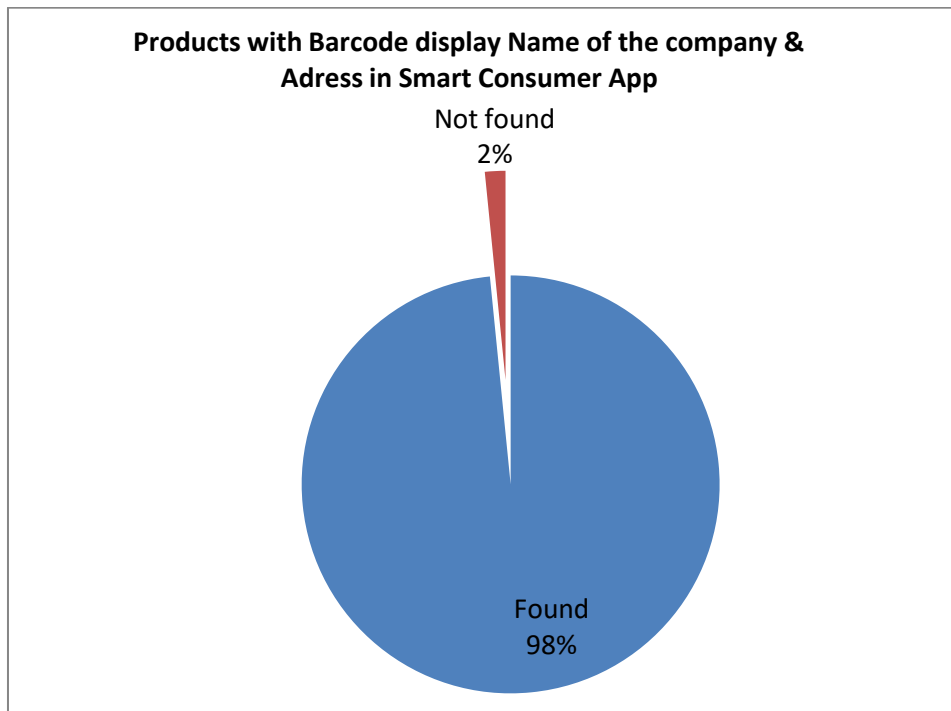
### **Methodology**

The study was conducted as per decision taken in the Meeting chaired by Shri Rama Sastry JS (CA) on January 7, 2017. A total of 505 products barcode was scanned using DCA 'Smart Consumer' App. The products were from various companies including multi-

national, national and local. The product range was also large-FMCGs, toiletries & Cosmetics, medicines, electrical items, retail, footwear, etc. the products were selected using simple random sampling technique.

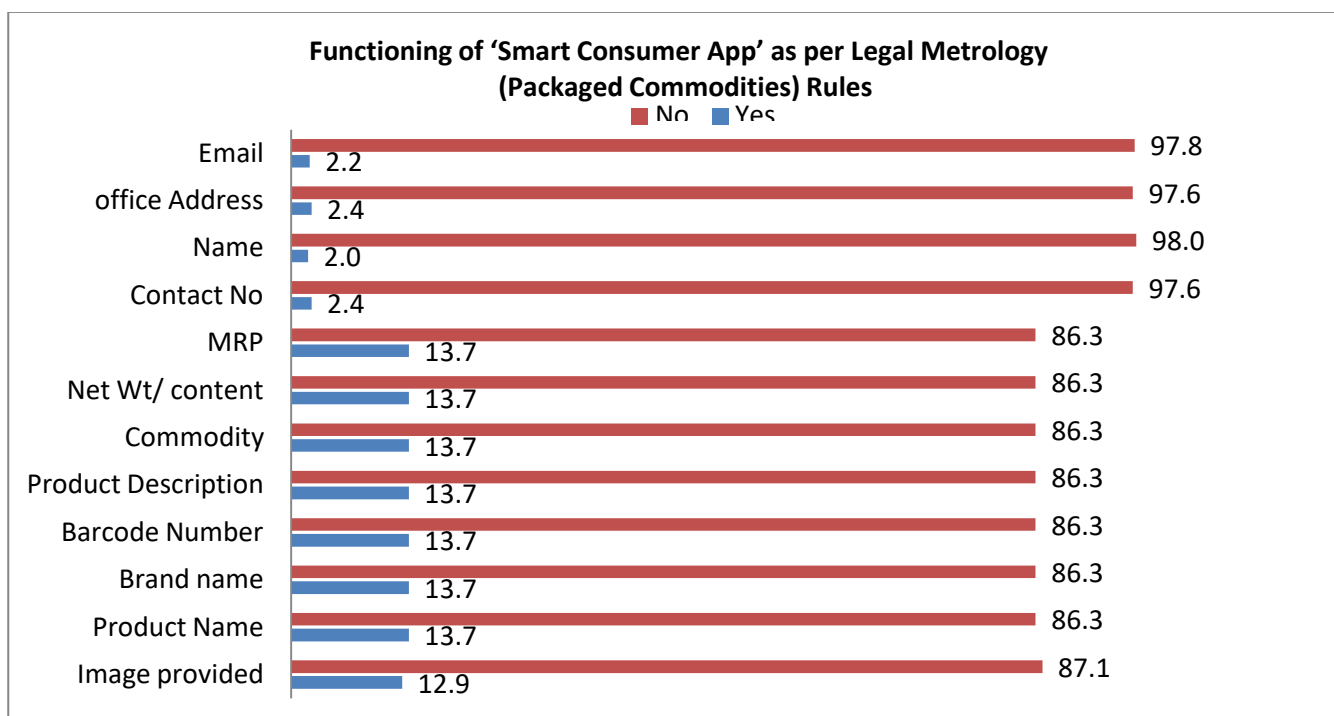
**Table-1 : Product with Barcode display Name of the Company & Address in Smart Consumer App**

Status	Numbers
Found	497
Not found	8
<b>Total</b>	<b>505</b>



**Table -2 : Information about Product Available in Smart Consumer App**

Information Available	Image provided	Basic Product Information ( put tick mark)						MRP	Consumer Care Details ( put tick mark)			
		Product Name	brand name	barcode No	Product Description	Commodity	Net Wt/ content		Contact No	Name	office Address	Email
Yes	65	69	69	69	69	69	69	69	12	10	12	11
No	440	436	436	436	436	436	436	436	493	495	493	494
<b>G. Total</b>	<b>505</b>	<b>505</b>	<b>505</b>	<b>505</b>	<b>505</b>	<b>505</b>	<b>505</b>	<b>505</b>	<b>505</b>	<b>505</b>	<b>505</b>	<b>505</b>



### **Findings and Observations**

1. Almost all the products (97 percent) which were scanned contained name of the company and address of the company.
2. Among all the 505 products scanned only 65 products were found to have information besides Name and Address. Out of 65 only 12 products had complete information in all the fields.

### **Conclusion**

1. The data Bank "Datakart" on which the app is dependent does not have all the information.
2. The Barcode reader Apps available on the internet can read all the fields if same product is scanned using such reader.