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Guidelines to prevent false or misleading advertisements: CCPA



- The Central Consumer Protection Authority (CCPA) has recently issued guidelines to prevent false or misleading advertisements.

Central Consumer Protection Authority:

- CCPA is a regulatory body established in the year 2020 based on the provisions of the Consumer Protection Act, 2019.
- CCPA works under the administrative control of the Ministry of Consumer Affairs.

Purpose:

- To promote, protect and enforce the rights of consumers as a class.

- Investigating consumer rights violations and making complaints/prosecutions.
- Ordering the return of unsafe goods and services, the cessation of unfair trade practices and deceptive advertisements.
- Penalizing the producers/exhibitors/publishers of misleading advertisements.

Guidance:

Non-misleading and legitimate advertisements:

- Advertising can be considered non-misleading if it contains a true and honest representation of the object and does not exaggerate accuracy, scientific validity or practical utility or potential.
- In case of an inadvertent omission, the advertisement may still be considered valid if the advertiser has taken prompt action to notify the consumer of the deficiency.

Surrogate Advertisement:

- “Surrogate Advertisement” means the advertisement of an article under the guise of other goods.
- Like advertisement of tobacco under the guise of pan masala.
- No surrogate advertising or indirect advertising shall be created for goods or services that are otherwise prohibited or restricted by advertising law.
- To circumvent such prohibition or restriction and portray it as advertising of other goods or services shall not be permitted.

Ads targeting children:

- Advertisements that may be dangerous to children or take advantage of children’s inexperience, credibility or sense of trust, etc., that encourage, induce behavior or improperly imitate them are banned.
- It is clear that advertisements influence children’s shopping behavior and encourage them to consume unhealthy items or develop negative feelings towards healthy items.

Disclaimer in Ads:

- The Guidelines also introduce a requirement of “Disclaimer in Advertisements” to clarify, qualify or address ambiguities made in such advertisement so as to explain such claim in more detail.
- In addition, the advertiser must not “attempt to conceal material information in respect of any claim made in such advertisement, the

omission or absence of which is likely to mislead the advertisement or conceal its commercial intent”.

Duty:

- The guidelines also require manufacturers, service providers and advertising agencies not to make claims or make comparisons in advertisements that are not based on objectively detectable facts.
- In addition, advertising should be designed to gain the trust of consumers, and not to “abuse the trust of consumers or take advantage of their lack of experience or knowledge”.

Importance of Guidelines:

- Guidelines are pioneering because they fill important consumer protection gaps by clearly outlining the duties of an advertiser.
- The guidelines also try to discourage the promotion of irrational consumerism aimed at children.
- The problem of misleading, tempting, surrogate and child-targeted advertising has been going on for a very long time without any break.
- The guidelines do the essential job of bringing the Indian regulatory framework at par with international norms and standards.
- Guidelines are important to empower customers against misleading advertisers.
- The guidelines refer to terms defining an advertisement as “non-misleading and legitimate” rather than defining a misleading or invalid advertisement.
- The challenges faced in implementing the existing advertising regulations have also been made punishable through the guidelines.

Swadeep Kumar

Intangible Cultural Heritage: UNESCO



- India has been elected to the Inter-Governmental Committee of UNESCO's 2003 Convention for the Protection of Intangible Cultural Heritage (ICH) for the period 2022-2026.
- India has served as a member of the ICH committee twice, from 2006 to 2010 and 2014 to 2018.
- Earlier, Durga Puja in Kolkata was inscribed in UNESCO's representative list of Intangible Cultural Heritage of Humanity (ICH).

Intangible cultural Heritage:

- Intangible cultural heritage is the practices, expressions, knowledge and skills that communities, groups and sometimes individuals recognize as part of their cultural heritage.
- Also called living cultural heritage, it is usually expressed in one of **the following forms:**
- Oral traditions
- Performing Arts
- Social Practices
- Rituals and Festive Programs
- Knowledge and practice related to nature and the universe
- Traditional Craftsmanship

Importance of India being elected to the convention:

- It will help India to promote community participation, strengthen international cooperation through intangible heritage, promote academic research on intangible cultural heritage and align the work of the Convention with the United Nations Sustainable Development Goals.

- India will have the opportunity to closely monitor the implementation of the 2003 Convention.
- India will endeavor to encourage intra-state international dialogue for the Convention to appropriately reflect the diversity and importance of living heritage.

UNESCO's Convention for the Protection of Intangible Heritage:

- The Convention on the Protection of the Intangible Cultural Heritage was adopted by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2003 and entered into force in 2006.
- It consists of 24 members and is elected by the General Assembly of the Convention according to the principles of equal geographical representation and rotation.
- The members of the committee are elected for a term of four years.

Purpose:

- To protect the manifestations of intangible cultural heritage threatened by the processes of globalization.
- Ensuring respect for the intangible cultural heritage of communities, groups and individuals.
- Raising awareness of the importance of intangible cultural heritage at the local, national and international level.

Publications:

- Representative List of the Intangible Cultural Heritage of Humanity.
- List of intangible cultural heritage in need of immediate protection.
- Register of Good Security Practices

Recognized Indian Heritage as ICH:

- ICH's prestigious UNESCO Representative List of Humanity includes 14 Intangible Cultural Heritage of India
- Apart from Durga Puja, there are 13 traditions recognized by UNESCO as ICH in India.

Swadeep Kumar

The assassination of former prime minister of Shinzo Abe: End of an era of Indo-Japan relationship

Context:

The former prime minister was shot dead yesterday by a person while giving his speech during the election campaign. It was the first assassination of a sitting or former Japanese Premier since the days of pre-war militarism in the 1930s. After this assassination, an era of Indo-Japanese relationships ended

Introduction

Shinzo Abe was one of the most popular prime ministers of Japan. During his time, India has signed many bilateral agreements (Economic). During the time of Abe, The Quad, the ASEAN-led forums, the Indo-Pacific Oceans Initiative, the Asia-Africa Growth Corridor, and the Coalition for Disaster Resilient Infrastructure all benefited from his contributions. Japan has been our friend for a long time and in the Pacific Ocean, against China Japan would be our friend in the future also. The Indo-Japanese relationship should also be strengthened in the future as the legacy of the Abe.

Abe was very close to Indian culture. He liked the ancient philosophy of India. Therefore during his visit to India, he went to Varanasi, a cultural centre of India. Swami Vivekananda was one of the ideals of the Abe. Abe described the articulation of the geopolitical construct of the Indo-Pacific as the "Arc of Freedom and Prosperity" on the outer rim of Eurasia, and the Quad.

Role of Abe in Japanese strength

Shinzo Abe was a great statesman of Japan. During his time, Japan had touched a new height of prosperity and development. In 2013, when Mr. Abe became the prime minister of Japan for the second term, he had promised the public of Japan to provide them the economic stability and to provide rid of political and economic instability. Before resigning his post because of a health issue in 2020, he had served Japan as the country's longest period

PM. In his speech, he stated that Japan has never been a two-tier country. There are some prime objectives of the Japan's foreign policy

1. To make Japan a leader in the rules-based order in the Indo-Pacific region
2. To bring prosperity to the Pacific and Indian Ocean
3. To support and promote democratic values in the world
4. To step up Japan to become "a guardian of the global commons" in an increasingly contested maritime domain
5. To work closely with "like-minded democracies", such as the U.S., India, Australia, and South Korea.

The History of India Japan tie

- The India Japan ties are 70 years old. After the post world wars, the first five decades had been the era of the India Japan friendship. After the defeat of Japan in a second world war, when a peace treaty was signed with Japan (San Francisco Peace Treaty) in 1951, India was the party of this treaty because this treaty was signed with defeated countries to demoralize them. Delhi signed a separate treaty with Japan and never considered Japan a war criminal. Nehru's decision to accept Japanese Overseas Development Aid, the first country to do so, also generated a lot of goodwill in the bilateral relationship. We took a lot of support in the field of technology from Japan. When we started Doordarshan, the first engineer was trained for the Doordarshan by Japan. Our car manufacturing company Maruti first done tie-up with the Japanese company Suzuki and manufactured a car Maruti 800. Our other automobile company Hero had also tie-up with Honda company of the Japan. Atal Bihari Bajpai also assigned an economical agreement with Japanese Prime Minister Yoshiro Mori in 2000
- Therefore, this Indo-Japanese relationship was boosted during the time of Shinzo Abe during the last two decades. Japanese funding for ambitious projects such as the Mumbai-Delhi Industrial Corridor and the Mumbai-Ahmedabad bullet train. He and Prime Minister Manmohan Singh upgraded the relationship to a Special Strategic and Global Partnership.
- We can understand the changing nature of the Indo Japanese relationship in such a way that Japan was the one of the few country who sanctioned and condemned India when India tested a nuclear bomb in 1998 but by 2008, after a waiver to India from the Nuclear Suppliers Group following

the India-US civil nuclear deal, Abe — and his Liberal Democratic Party successors — had begun to consider a similar deal with India

Conclusion

Definitely, the death of Shinzo Abe is the personal loss of India also. We lost a reliable friend in the Pacific Ocean. During the period of Abe, India-Japanese relationship touched its high point

Anshul

