



Corpbiz

**The DCA Invites Public Consultation
regarding declaring Prime Constituents on
the front side of Packaged Commodities**

On 16th August 2022, the Department of Consumer Affairs (DCA) notified regarding a draft for the amendment of Legal Metrology (Packaged Commodities) Rules, 2011. The notification stated that the Legal Metrology Division of the Department of Consumer Affairs has observed that many manufacturers/ packagers/ importers are not labelling necessary declarations or Prime Constituents prominently on the front side of Packaged Commodities which is deemed essential to be declared in the interest of the consumers.

By not mentioning the Prime Constituents on the Packaged Commodities, the consumer's "Right to be Informed" is also violated. The declaration of a Unique Selling Point/Unique Selling Proposition (USP) of the product on the front side of the package without its composition percentage is against the consumer rights.

The purpose of the amendment is to introduce a provision which mandates the package to have a declaration of a minimum of two or more prime constituents of commodities along with the "Name of the Brand and the Logo" in case the package constitutes more than one constituent.

The latest amendments are regarding Rule 2(h), Rule 9 (1)(a), and Rule 6(1)(b) of Legal Metrology (Packaged Commodities) Rules, 2011. It is further provided that this sub-rule (6(1)(ba)) shall not be applicable for a mechanical or electrical commodity.

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.

Official Circular attached - [here](#)



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