

India sets up dispute resolution portal for e-biz complaints

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New Delhi: India has taken the lead in pioneering an online dispute resolution (ODR) platform for seamlessly addressing cross-border consumer complaints related to e-commerce. This comes amid a spike in cross-border e-commerce shipments that touched 22% of the total e-biz purchases across the globe.

Even in India, the cross-border proportion of total e-commerce is now at 26%.

India hosted the first conference to deliberate on the framework of ODR, which was virtually attended by top representatives of UN Conference on Trade and Development (UNCTAD), Federal Trade Commission of the USA, the Competition Markets Authority of the UK and Asia-Pacific Economic Cooperation (APEC).

Teressa Moreira, head of consumer and competition at UNCTAD, congratulated the consumer affairs department for taking the initiative and offered help for the framing of the online platform.

Sources said India will develop a pilot among few countries on how to deal with cross-jurisdictional issues and technology. India has taken the initiative after learning from its experience of resolving consumer complaints lodged through the

FRAUD FIGHT

WHY THE NEED TO ADDRESS CROSS-BORDER CONSUMERS' GRIEVANCES

➤ Globally cross-border e-commerce shipments increased from 15% (2015) to 22% (2022)

➤ Proportion of total e-commerce in India is 26%



➤ International online frauds increased from 15,000 (2015) to 61,000 (2020)

➤ 2/3rd of global population are internet users

national consumer helpline (NCH). The NCH has a convergence model, which is an out of court dispute addressal mechanism. It has partnered with nearly 800 companies for quicker complaint resolution.

Officials said the framework to resolve issues will bring consumers and companies from across the globe on to one platform to avoid legal disputes, which is more time-taking.

Addressing the meeting, consumer affairs secretary Rohit Kumar Singh said that ensuring a seamless and effective dispute-resolution mechanism is paramount in the era of digital transformation, where e-commerce platforms and online services have become integral to people's daily lives.