

I-10/57/2018-W&M Section
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs
Legal Metrology Division

Krishi Bhawan, New Delhi-01
Dated: 03.12.2018

To,

1. The Manufacturers/Importers/Brand Owners
2. CII, FICCI, PHD, ASSOCHAM and all industry Associations for circulation to their respective members

Subject – Uploading of product information for “Smart Consumer” mobile app-reg.

Reference: Letter No. WM-10(72)/2016 dated 14.12.2016 and No. I-19/98/2017-W&M dated 22.11.2017

Sir/ Madam,

Please be informed that with the objective of empowering Indian consumer with digital product information [as per applicable Legal Metrology (Packaged Commodities) Rules, 2011] Department of Consumer Affairs has launched a “Barcode Reader” mobile app named “Smart Consumer” on **24th December 2016** in association with GS1 India.

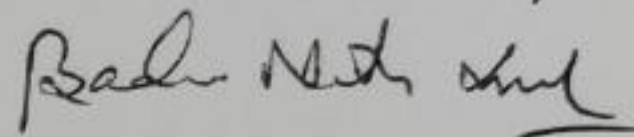
2. This barcode reader mobile application will enable consumers to use their smart phones to access product information linked to GTIN (13 digit barcode number) on products like Name & Address of the manufacturer/packer/importer, Name of the commodity, Net content in the standard quantity of weights & measure, Month & year of manufacture/ pack/import (optional), Retail sale price in the form of MRP, Consumer care details.

3. With reference to this office letter no. WM-10(72)/2016 dated 14.12.2016 and no. I-19/98/2017-W&M dated 22.11.2017 regarding uploading of product information for the mobile app (with manufacture date be optional), it has come to the notice that product information may not have been uploaded or partially uploaded by Manufacturers/ Importers/ Brand owners on “Smart Consumer” mobile app platform.

4. Therefore, it is requested to partner us in this consumer centric initiative and request immediate action from Manufacturers/ Importers/ Brand owners.

5. To enable the above, the concerned are hereby requested to contact GS1 India at datakart@gs1india.org or at Tel: 011- 4289-0890.

Yours faithfully



(B. N. Dixit)

Director of Legal Metrology

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Email: dirwm-ca@nic.in

Copy to: CEO, GS 1 India, New Delhi for kind information.