Smart Consumer App

Department of Consumer Affairs launches Smart Consumer mobile app

Consumers need access to reliable product information when they are making a purchase. They should be able to tell if a product is a fake or a genuine one. Also, they need to be able to complain about a food item or a cosmetic easily.

The Department of Consumer Affairs, Government of India, has launched a mobile app called 'Smart Consumer' that will serve all these purposes. It is available both on android and iOS phones. The Smart Consumer app is powered by GS1 India's DataKart.

The app will scan a product's barcode and give information on the name of the product, month and year of manufacture, MRP, net content, manufacturer details, and consumer care details required to submit complaints. If the barcode does not get scanned, the consumer can enter the number written next to the barcode which is the GTIN (Global Trade Item Number) of the product.

The app becomes especially relevant when labelling information on the product pack is difficult to read.

Consumers can use the app to verify company/product information given on the label, as well as get in touch with manufacturers.

Spotting a fake product

The information provided on scanning the barcode will enable a consumer to make out whether a product is fake or genuine. In fact, the absence of information would indicate that a product is a fake. To check it out the consumer could buy another pack of the product. If that shows the information on the app, it is confirmed that the earlier one is a fake. The app can also verify whether the packaging or price has been changed. This is another indication of a fake product.

How to register complaints

Consumers can also register complaints using the app which both the manufacturer and the government can see. To register a complaint you have to enter batch number of the product, description of the complaint, mobile number, and email ID, and upload the product's images.

Sources: www.gs1.org, www.gadgetsnow.com, www.fssai.gov.in