

## **Consumers Protection Association (CPA), representing India in International Consumer Rights Protection Meet.**

Agartala, Tripura, Nov. 21, 2024

Agartala based Consumers Protection Association (CPA), is representing India, in the International Consultative Meeting of Consumer Protection Organisations from Shanghai Cooperation Organization (SCO) Member States and Turkic Member States Organized by Federation of Consumer Rights Protection Societies of Uzbekistan. This two-day crucial international event is organized in collaboration with the Center for Public Diplomacy of the SCO, the Competition Promotion and Consumer Protection Committee of the Republic of Uzbekistan and the Consumers International, commenced in Samarkand, Uzbekistan on Nov. 20.

India being one of the member countries of SCO, CPA is representing India in the meeting represented by its Working President George Cheriyan. On First day George spoke about the highlights of the Indian consumer protection mechanism. On day two, George Cheriyan will make a presentation about 'Consumer Protection in E-commerce, including international recommendations and India's initiatives'. On the first day, during the inaugural session, Helena Laurent, Director General of Consumers International delivered a video message.

CPA, established in 1987 and one of the Founding members of Consumer Coordination Council (CCC) in India, is working for protecting the interests of Indian, consumers with a special focus on the North-Eastern States. CPA is also an Affiliate member of Consumers International.

*'The opportunity CPA got to represent India in the International Consumer Protection Meet is a big recognition', said Adv. Amrit Lal Saha, President of CPA. 'George Cheriyan, Working President of CPA is an internationally renowned consumer expert, and has the experience in participating in such international platforms'. Adv. Saha further hoped that 'CPA's participation in the international event will further the collaboration of India with SCO Member states in the areas of consumer protection in international tourism and e-commerce'.*