

## LABELLING

Labelling is a mechanism to disclose information about goods and services to consumers, in the form of a label. Thus, a label represents all necessary information about products/services to consumers in a convenient and simple format, which enables them to compare among available substitutes. It also assists them in making an informed choice while selecting a specific product/service.

Globally, labels are being implemented for the following products and services:

- Electronic Appliances
- Food Products
- Medicines
- Personal Care Products
- Environment Friendly Certified Products
- Broadband Services

Label designs differ for every product or service category. Some may carry elaborate and technical information, while some may reflect only certifications. Few existing labels currently prevalent around the world includes the following information:

- Care, caution and the way to use
- Quantity & size
- Ingredients/content
- Pricing and subscription details
- Guaranty/Warranty time and conditions
- Manufacturer's name and address
- Complaint/Grievance Redressal
- Certifications

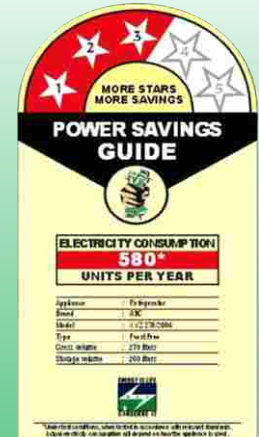
## PROMINENT LABELS EMPOWERING CONSUMERS

### Bureau of Energy Efficiency (BEE) Star Label

The label was designed by BEE, Ministry of Power, Government of India under 'The Energy Efficiency Standard & Labelling (S&L)' programme and was implemented in 2006.

#### Benefits

- Highlights energy efficiency of home appliances
- Serves as a tool for consumers to compare and select the most energy efficient product
- Inculcates the sense of responsibility towards power saving among consumers
- Supports the government's efforts to generate awareness among consumers on energy savings
- Formalises the contract between producer and consumer



### Nutritional Label for Packaged Food Products

Food Safety and Standards Authority of India (FSSAI) has mandated a nutritional label for all packaged food products since 2011.

#### Benefits

- Public health tool to promote a balanced diet
- Means of comparison between similar products and helps consumers in making a healthy choice
- Beneficial for consumers with specific ingredient allergy/constraints
- Reveals hidden contents

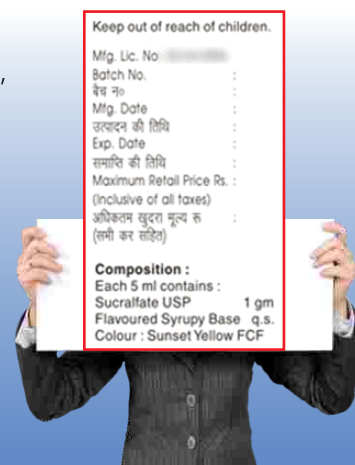


### Label for Drugs & Cosmetics

The Central Drugs Standard Control Organisation (CDSCO), under the Ministry of Health, has mandated labelling of all drugs and cosmetics sold in India as per the Drugs and Cosmetics Act, 1945.

#### Benefits

- Safe and effective use of products
- Provides healthcare professionals necessary information to prescribe appropriate drugs
- Consumer is made aware of possible side effects
- Updates the consumer about any major changes to drug composition



## Broadband Label

This label was designed and implemented in 2016 by Federal Communications Commission (FCC) to mandate information disclosure by broadband service providers to consumers in United States of America (USA).

Broadband Facts			
<b>Service Compatibility</b>			
If you want to use your existing device, learn more about <a href="#">compatibility</a> .			
If you want to use a new device, learn more about <a href="#">compatibility</a> and <a href="#">data allowance</a> .			
<b>Choose Your Data Plan:</b> These plans do not include rates for downloading or streaming to devices from us.			
	High Speed Data allowance per month	GB	GB
Monthly charge			
When you exceed the data allowance			
Learn more about <a href="#">other available service features</a>			
Additional pricing options, plans and promotions can be found <a href="#">here</a>			
<b>Contract Info</b>			
<b>Changes and Terms Common to All Plans</b>			
Monthly rate			
One-time fees			
<b>Government Taxes and Fees, and Other Carrier Surcharges May Also Apply</b> (Link to location)			
<b>Performance</b> (Available information only)			
Typical speed	+	Typical Speed	
Typical latency	+	Typical latency	
Typical Packet Loss	+	Typical Packet Loss	
<b>Network Management</b>			
Application-specific network management practices?			
Subscriber-triggered network management practices?			
More details on network management			
<b>Privacy</b> (See our privacy policy)			
<b>Complaints or Inquiries</b> To contact us: 800-334-3463-7890 To submit complaints to the FCC: <a href="#">complaints.fcc.gov</a>			
Learn more about the broadband label and other related resources at the FCC's website			

## Benefits

- Provides complete information (speed, data, pricing, etc.) of broadband services
- Empowers consumers to make an informed choice while comparing and selecting a broadband service
- Various Quality of Service (QoS) measurements are displayed by broadband service providers
- Prevents mis-selling and enhances transparency

Labelling mechanism may be extended to other products and services as well as it facilitates in bringing the much needed transparency and accountability between producers and consumers. Thus, labelling is a powerful tool, which has to be carefully designed to be effective.

## Key Success Indicators for an Effective Labelling Mechanism:

- Predictable legal, regulatory and policy basis
- Sufficient capacity, resources and funding for programme
- Strong communications strategy
- Effective monitoring and compliance mechanism
- Periodic impact evaluation and revision

CUTS International has undertaken the initiative to advocate for adoption of broadband labels that will help in eliminating information asymmetry and assist Indian consumers in making an informed choice while purchasing or using a broadband service.

## Project Objectives

- Attitudinal change in consumers and civil society for broadband services and the importance of labels in making informed decisions
- Adequate information on consumer rights and obligations while availing broadband services
- Suggestions for enactment/amendment of rules and regulations for better provisions to introduce broadband labels in India
- Well informed, educated and responsible stakeholders

For more details, kindly visit project website:  
[www.cuts-ccier.org/broadbandlabel/](http://www.cuts-ccier.org/broadbandlabel/)

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# Information Labels for Consumers

## Empowering Informed Choices

