



CFBP TIMES

COUNCIL FOR FAIR BUSINESS PRACTICES



Our Mission

"We shall promote the highest ethical practices, by business & professionals, in order to provide complete satisfaction to consumers & other stakeholders."

March, 2018



CFBP cordially invite you to participate in 5 competitions on consumer Topics

• Jago Grahak Jago • Mera Haq My Right • Fair Business Practices
Express yourself through your writing, acting, painting and creative skills

CFBP Short Film Competition

Film Duration: Min. 2 min Max - 7 min (Entries invited 16 years and above as on 31st July 2018.)

All Filmmakers, Students, Corporates, Professionals, NGO's & Everyone are welcome to Participant.



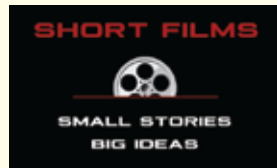
1st Prize Rs. 2,00,000/-
2nd Prize Rs. 51,000/-
Trophy + certificate

CFBP Short Story Writing Contest

Length: 400 words (An apt title must be provided for the story)

TWO CATEGORIES

- 1) Till age 21 years
1st Prize Rs. 10,000/-
- 2) Above age 21 years
1st Prize Rs. 10,000/-



CFBP Street Play Competition

Duration: 5 - 7 minutes

TWO CATEGORIES

- 1) Till age 21 years
1st Prize Rs. 10,000/-
- 2) Above age 21 years
1st Prize Rs. 15000/-



Evaluation on sat 3rd August 2018

CFBP Best Slogan/Tagline Competition

TWO CATEGORIES

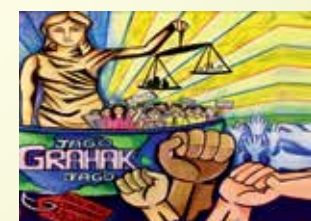
- 1) Till age 21 years
1st Prize Rs. 5000/-
- 2) Above age 21 years
1st Prize Rs. 5000/-



Poster Competition (Size3*2ft)

TWO CATEGORIES

- 1) Till age 21 years
1st Prize Rs. 10,000/-
- 2) Above age 21 years
1st Prize Rs. 15000/-



Send your entries online to CFBP

Last date of Entry 30th June 2018

Cash Prizes, Trophy and a certificate of appreciation will be given to the 1st Prize Winner on the day of the Award Function.

- Winners will receive their awards at the hands of our distinguished Chief Guest during the Award function.
- Winners of the Best Street Play shall enact the play on the day of function.
- Best Short Films shall be screened on the day of the function. The Best Posters shall be displayed
- Participant should be of Age 21 as on 31st July 2018.
- 2nd prize Winners shall be honoured with the trophy and certificate
- The entry should be sent with your photograph (passport size), Email ID, Contact number and postal address.

CFBP was established in 1966 by stalwarts of business & industry like Mr. J. R. D. Tata, Mr. Ramkrishna Bajaj, Mr. Arvind Mafatlal, Mr. F. T. Khorakiwala, Mr. Naval Tata, Mr. S. P. Godrej, Mr. J. N. Guzder, and Mr. Keshub Mahindra & others who recognized the imperative need of business & industry to regulate itself.

For registration forms and any queries please contact CFBP Office

Tel.: 22885249/22842590, Fax: 22844783 | consumerfilmfestival@gmail.com | website: www.cfbp.org | www.ccrp.in

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Platinum Sponsor



Golden Sponsor



Silver Sponsor





Take time to work – It is price of success
Take time to think – It is secret of power
Take time to love – It is privilege of god
Take time to laugh – It is the music of soul

“HAPPY HOLI”

Kalpana Munshi

Kalpana Munshi

President - CFBP
Rotary District Councilor
Vocational Service - 3
Consumer Awareness

FROM THE DESK OF PRESIDENT

To serve as the president of CFBP, has been an extremely rewarding and soul searching journey for me. As I embarked on this journey I had imagined a bright kaleidoscope of projects with the support and guidance of my fellow CFBP members and Teammates. Some of which were our dream projects and a few were perhaps larger than our dreams too like the consumer Film Festival which was fantabulously successful with an entry of 700 contestants in six various competitions displaying their writing, painting and acting skills on consumer topics like Jago grahak Jago, Fair business practices, Right to voice, Mera Haq-My Rights.

It was a commitment to myself and was fulfilled with the support of all committee team mates and the services of Molecules- a media communication organization

We all chase our dreams all our lives, but life becomes truly meaningful when we help others realize their dreams. with the above and many other CFBP activities.... We would help thousands realize their dreams. knows to all our EC and Invitee Members for making this extraordinary dream a reality.

As I write these lines, our consumer Film Festival Team under the leadership of Rajith Menon is once again has indulged in organizing the next "Consumer Film Festival-2018". The Curtain raising is on 17th March 2018 during the Jamnalal Bajaj Award Function at IMC.

More News Next Time.....



Kalpana Munshi - President



Mr. Naresh Jain, President Ms. Kalpana Munshi, Past President Mr. K.N. Santook and Past President Mr. Shyam Niwas Somani



Food, Civil Supplies and
Consumer Protection
Department, Maharashtra

Council For Fair Business Practices

*You are cordially invited to the
30th CFBP Jamnalal Bajaj Awards function
For Fair Business Practices*

Chief Guest : Shri Ram Vilas Paswan

Hon'ble Minister of Consumer Affairs, Food and Public Distribution

Guest of Honour : Ms. Arundhati Bhattacharya,

Ex-Chairman, SBI

On

Saturday March 17, 2018 at 5.00 p.m.

*Venue : Walchand Hirachand Hall, Indian Merchants' Chamber
Churchgate, Mumbai - 400 020.*

Ms. Kalpana Munshi

President

Mr. Vineet Bhatnagar

Chairman, Awards Committee

Gold Sponsor



PhillipCapital
Your Partner In Finance

CFBP Jamnalal Bajaj Award Winners 2017

Manufacturing Enterprises – Large –Trophy

***Bharat Heavy Electricals Ltd., New Delhi
Tata Chemicals Ltd., Mumbai***

Certificate of Merit

Rashtriya Chemicals and Fertilizers Ltd., Mumbai

Manufacturing Enterprises – SME -Trophy

Sipra Engineers Pvt. Ltd., Mumbai

Service Enterprises - SME - Trophy

S.K.Logistics, Thane

Trade & Distribution-SME- Trophy

Grahak Peth Co-op Dept.Stores, Pune

Charitable Association- Trophy

Adapt., Mumbai

Certificate of Merit

Maruti Sewa Samiti, Udaipur



Awards Panel Jury

Chairman

Justice B. N. Srikrishna

Former Justice, Supreme Court of India

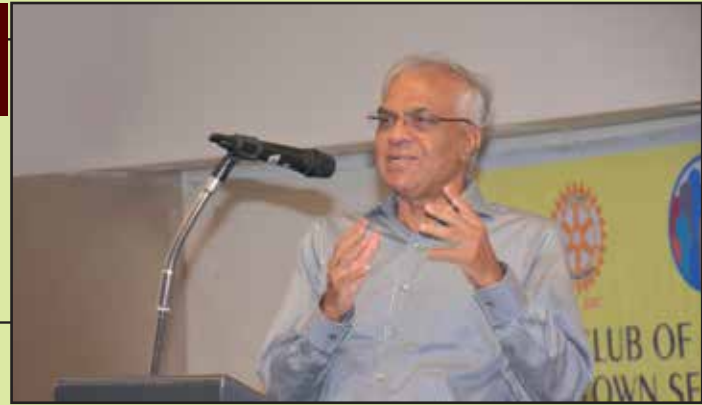
“IS MEDIA FAILING TO MOULD PUBLIC OPINION?”

Distinguished Speaker:

Mr. Jitender Bhargava

Former Executive Director Of Air India

On 24th January, 2018



Good evening, you know when Dr. Shantaram called me up and requested me to come here, I immediately accepted considering the subject that been chosen now this subject is assuming greater importance with the way media is functioning some of its was touched upon by Mr. Niranjana Jhunjhunwala also in his introductory remarks, now why is it the media is failed?, I was in media for a very brief period first four years of my life and one distinction that I will carry all my life is that experiment of carrying a photograph of a columnist started with me in Indian Journalism 1970 when I was still in the final year of doing my graduation. So things have changed, but being from Air India let me give my talk an international flavored to begin with, I was in Washington some time ago and there is a museum called “Newseum”, everything to do with the newspapers, media, industry is in it and the significance of this museum is that while all the museums in the Washington are free for entering and seeing it, this is the only museum in which they charge a fees of 28 Dollars for two days you can see it, so one statement that comes to my mind when I was looking at and I must confessed that it did not go into deepen the whole thing because I had my cataract surgery so I was not to strain my eyes, so when I looked at the statement, there was a statement of Thomas Jefferson, a U.S President in 1786-1789 and there was a conference on freedom of press taking place in Paris, he deputed The Virginia Governor, Mr. Carrington to the conference and gave a small note, this statement is attributed to him in the Museum, he said if I have to choose between newspapers with Government or Government without newspapers, I choose newspapers over government, that’s the kind of value according to him to the newspapers and why did he say so?, he said this is the only way a government can be kept under check. We all believe in this thing and that is why we describe it as a pillar of democracy and all those things, but look at 240 years later from 1786 to 2016 Donald Trump negated the whole thing that

media does not matter, it shake news and he still won the election, so what does it show that media is failing to mold public opinion and it is that he shown it closer to our place Narendra Modi showed it in 2014 even though the English media were dead against him, was always rallying him for whatever may have happened and may not have happened but he did prove that he was a popular man in the country irrespective of the media said. We all know the contempt he has for media, he has never held up his conference, he only speaks to the journalist he wants to, recently on Zee channel and on Times Now everybody is been asking for it, but he says you don’t matter to me and that’s the way it is. So let me come to the main thing, why is it that it is happened? from a state where we thought media is very critical for somebody’s success, for creating the positive perception to the totally opposite thing where Donald Trump makes fun of the media everyday through tweets and like for example you must be knowing that US Government will virtually shut-down for three days and when it revive he tweeted that look even the New York Time Journalist, he name the Journalist, I can’t recall and said who is very good in fake news has suddenly found positive in my leadership, so even when somebody praised him, he had a dig at that person that’s the kind of contempt you can have for the media and get away with it, a question is who is changed all this? What was media earlier? What is it now? People got silver hair we know about that in Mumbai when Arun Shourie wrote a series of articles in Indian Express, A. R. Antulay had to resign, there was certain sustained kind of a campaign and you prove it with facts and figures and you do it, so when I was trying to look at, I said for this talk, when this such a thing happened again?, where has the media joined hands and done it, I said the only instance of creating the negative perception 2G Scam, Coal Scam but they all originated from CAG so it was common to all media so they were all reporting up about it a perception came in, but it wasn’t that somebody got up a lead and said I am going to expose this because it was to be done in the interest of the country, but nothing of that kind. So I look at it that there are three major players in this whole decline of the media as we called it, you have the media, media organizations, you have the journalist, and the third side are the people, we, the people, now we have always had the Jain Family controlling the Times of India group, business interest, various kind of newspapers have been owned by business houses, so they always had slant and they always wanted to be on the right side of the Government but not to the extent,





Dr. Anita Shantaram, Mr. Jitender Bhargava,
Mr. Niranjana Jhunjhunwala & Mr. Kiran V. Shantaram

they even drop a pretense of being the supporter of the government, so today we have reached the stage where we can classify, these are the channels, these are the newspapers, pro-government and these are the channels that would have been admissible that you are pro-government that we had in the past, but what is ironic, is that we also have the channels and the newspapers which are against the government, you say NDTV, oh, this is always be against it, after hearing Times, let me hear NDTV for a very fair assessment on these situation, so you got into a situation where media houses have aligned themselves so openly something we use to talk about the objectivity in journalism is all gone for a, nothing of that kind happens. When if that was something to be ashamed of, the biggest shame came when journalist get aligned and we can name the journalist Pro-Modi, Pro-Government, and Pro-opposition party and anti-kind, there is nothing like Pro-opposition, it's a anti modi or pro-modi kind of a thing and they so blind in their analysis that if it is Modi they will find fault even against India and they have no shame even criticizing here in India, it is called criticizing India if it means embarrassing Prime Minister Modi whatever reasons now these are kind of things which we are living with it nobody find fault, journalist will write down the whole thing, off course, people who are lightened readers would know ki this Journalist he will write this, then we have for example this 9 O'Clock Circus, I called it circus from the Prime Time Circus and I am participant on those programmes but I was always believe different from the rest, so I believe as Arnab Goswami used to say five-six years ago will things not as critical as it today, Lootians Daily, the Journalist of Delhi and what they were, because from that is from where the whole kind of faults coming, journalist more interested in Chamachagiri, more interested in making money, I don't know in what context Mr. Narendra Jhunjhunwala said that Journalist became indusless, Journalist have become money people, owing farms and all those kind of things in the outskirts of Delhi, so I tell myself very often, I thought I did a very good decision joined journalism in 1970 and quit journalism in 1974, if I had perhaps continued I wouldn't have been standing up and saying "ok" I stand with my conviction and I can do what kind of things, which bring me to the point that why do I say this, we all know the Air India Story since we all are in Mumbai and if any Parsee amongst us, Parsee have been more attached to Air India because J. R. D. Tata started it and you

would be invariably asked in social circuit what happening to it, Air India? When I joined Air India people were asking. So I said ok, I have been a journalist, so I thought when I would retire, I will write a book, off course many people questioned out of ignorance that why couldn't you write a book while in service? Which is a most ridiculous statement to make because you are governed by certain code of conduct, you cannot write a book and you cannot use office time for write a book for yourself, so when I wrote that book it set right and I said ok this is called documentation, why do I say this? Is a direct thing because our media at the moment does not do requisite homework, the participant in the 9 O' Clock circus also, so do not do their homework, they will come and because there are six to eight kind of people present there you will get three, four, five minutes otherwise the Anchor is dominating and if it is republic channel then he will continue to do so, but the reality is you must have your say, you must able to express yourself, so media, journalist haven't been able to do it, they haven't been able to change, they are not doing homework because the time was when I joined, when Journalist were used to describe as the Thailawala you know, in Bombay we do not know but in North India it is common thing that Journalist would, I come from humble background not carrying briefcase or thing, they use to carry a Thaila and they would be moving about in a certain manner fitting at a Chai ka Dukan and not in a Coffee Shop of Oberoi, so when you are sitting in a Chai Ka Dukan what are you doing? You are hearing what neighbouring table people are talking about it, so you are going to picking up news, information from there and say that this reserves a story.

I always maintain, journalist has laid down the country in much bigger way because politicians with all the kind of background etc. they can have the licence to do it but media has a define function and objectives to achieve through their actions and when you know what you are supposed to do and then not do it it's a bigger sin, so media is a sinners as far as we are concerned, but bigger sinner are those who accept them and that's the unfortunate part that we are accepting media as they are dishing out, not raising our voice not saying look media also needs to be responsible, so very happy that you make a beginning with the subject and have a public debate here people talking about it there will be one day people will come and say look media has, the politicians has laid the country down, media has laid us down but we the people will stand up and see that the next generation does not suffer, with this introductory remarks I stop here, thank you.



Mr. Jitender Bhargava, Mr. Niranjana Jhunjhunwala,
Mr. Kiran V. Shantaram & Ms. Vidyottama Sharma

“IS FREE MEDIA A MYTH? “

Distinguished Speaker:
Ms. Vidyottama Sharma
Editor-in-chief Content
Creators - 24th January, 2018



Ms. Vidyottama Sharma receiving token of Gift from Mr. Anantram Mittal

Good evening,

This subject is assuming greater importance with the way media is functioning. Now why is it the media has failed? I was in media for a very brief period but things I see have changed.

To begin with let me tell you something. I was in Washington some time ago and there is a museum called “Newseum”, everything to do with the newspapers and media. The significance of this museum is that while all the museums in the Washington are free for entering and seeing it, this is the only museum in which they charge a fee of 28 Dollars for two days. So one can go there for two days. Visiting the Newseum one thing comes to my mind,



there was a statement of Thomas Jefferson, a U.S President in 1786-1789. There was a conference on freedom of press taking place in Paris, he deputed The Virginia Governor, Mr. Carrington to the conference and gave a small note, this statement is attributed to him in the Museum, he said “if I have to choose between newspapers with Government or Government without newspapers, I would choose newspapers over government”. That’s the kind of value according to him to the newspapers and why did he say so? He said “this is the only way a government can be kept under check”.



We all believe in this thing and that is why we describe it as a pillar of democracy.

So let me come to the main thing, from a state where we thought media is very critical for somebody’s success, for creating the positive perception to the totally opposite thing.

What was media earlier? What is it now?

There was certain sustained kind of a campaign and you prove it with facts and figures.

I look at it, that there are three major players in this whole decline of the media, you have the media and media organizations, second, you have the journalists, and the third side are the people, we, the people.

So today we have reached the stage where we can be classified, these are the channels, these are the newspapers.

Our media at the moment does not do requisite homework. The reality is you must have your say, you must able to express yourself.

The unfortunate part is, that we are accepting media as they are dishing out, not raising our voice not saying, “look media also needs to be responsible”.

I am so very happy that you have made a beginning with the subject and have a public debate here and people talking about it. There will be a day when people will come and say look media has the control over politicians.

With these introductory remarks I stop here. In future, we the people will stand up and see that the next generation does not suffer and they have a good time.

Thank you.



Audience

CFBP - NHAf ART EVENT AT SIR JJ SCHOOL OF ART 3rd FEB. 2018

The Afternoon DESPATCH & COURIER

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Special Section EPAPER | FILM REVIEW | BOOK REVIEW | TV GUIDE | COFFEE BREAK | LEISURE | CLASSIFIED

Home » Columns » 500 students participate in 'Abstract' sit and draw art competition

500 students participate in 'Abstract' sit and draw art competition

Saturday, February 10, 2018
By A Staff Reporter

The Council for Fair Business Practices (CFBP) along with Niki Hingad Art Foundation organised the Seventh Annual Art Competition, inviting schools and students from all over Mumbai to participate in a drawing contest titled 'Sit and Draw Art Competition'.



Overall 500 children from 56 schools participate. Talking about the initiative, "This was the 7th year of the competition. The event was blessed with the presence of chief guest Shekhar Bajaj. The event saw humongous enthusiasm and stiff competition from children of all age groups. It is a great way to encourage the freedom of art in young talent. We at the CFBP believe that true consumer artists paint their own selves. Hence, we promote art without any boundaries by letting these children explore their inner selves, encouraging their own language of art. Over the years, we have introduced our young artists to various art techniques like pen and ink, charcoals and many more at National Sports Club of India. We have also arranged activities at Mumbai Fest, Rotary Fest this year for them to explore their immense imagination."

All entries were evaluated by a panel of judges from the Sir J J School of Arts fraternity and were rated on the basis of creativity and originality of the artwork.

The jury selected a total of 29 winners in five categories from Mumbai. CFBP-NHAf announced the winners. The competition was followed by a special enriching talk by Shekhar Bajaj, Niki Hingad, Mahua Ray, Noorya Rao at Sir J J School of Art Institute.

The participants also included a group of children from different NGOs. This competition was categorised in four different age groups i.e. 'Veni-A' - Age 5 - 7 yrs, 'Veni-B' Age 7 - 10 yrs, 'Vid' - Age 11 - 14 yrs and 'Vic' - Age 14 - 16 yrs.

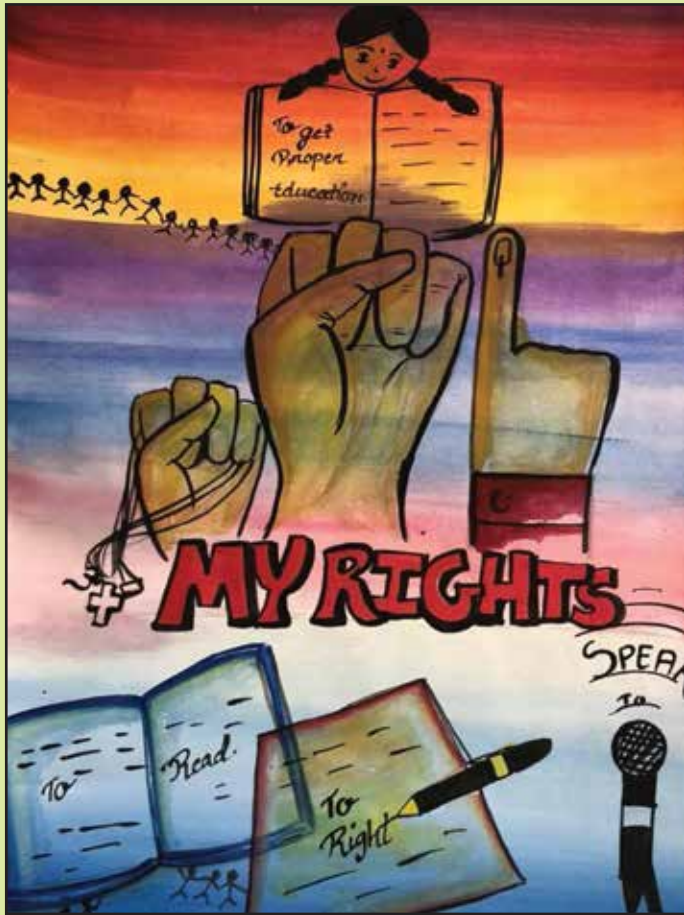
Food, Civil Supplies and Consumer Protection Department is the brainchild of leading Industrialists like J R D Tata, S P Godrej, Ramakrishna Bajaj, Arvind Mafatlal, Harish Mahindra and S L Kirloskar who recognised the imperative need for business and industry to regulate itself.

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CFBP - NHAFF ART EVENT AT SIR JJ SCHOOL OF ART - 3rd FEB. 2018

Painting



Press Cut



Over 500 students from 56 schools participated in an art competition titled 'Sit and Draw'

Council for fair business practices (CFBP) with NAI Hingal Art Foundation organized the seventh annual art competition, the most widespread youth talent contest, inviting schools and students all over Mumbai to participate in an art-drawing contest titled "Sit and Draw Art Competition". Overall, 500 children participated from 56 schools.

About the initiative: "This was the 7th year of our competition. The event was blessed by the presence of our chief guest Shriharaj Rajg. This event saw homogenous collaboration and there was stiff competition among all the age groups. It is a great way to encourage artistic freedom and young talent. We at CFBP believe that the artists paint themselves. Hence, we promote art without any boundaries by letting these children explore their inner selves, and encouraging them to express their views. Over the years, we have introduced our young artists to various techniques like pen and ink, charcoal and many more at National Sports Club of India. We have also arranged activities at Mumbai Fort and Battery Road this year for them to unleash their imagination."

All entries were evaluated by a panel of judges from the Sir J.J. School of Art. Entries were evaluated on the basis of creativity and originality. The jury selected 20 winners in 7 categories from Mumbai. CFBP-NHAFF then announced the winners of the art competition. The competition was followed by an awarding ceremony by Shriharaj Rajg, NAI Hingal, Mihir Ray and Honey Ran of Sir J.J. School of Art India. The participants also created a group of children from different NGOs.

This was an open competition fully appreciating the idea of freedom in the world of art and was categorized into four age groups - "Star A" - Age 5 - 7 yrs, "Star B" Age 7 - 10 yrs, "Star C" Age 10 - 14 yrs and "Star D" Age 14 - 18 yrs.



They sat and drew



Over 500 students from 56 schools participated in an art competition titled 'Sit and Draw'

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COUNCIL FOR FAIR BUSINESS PRACTICES

BE A PROUD CFBP MEMBER

CFBP was established in 1966 by stalwarts of business & industry like Mr. J.R.D. Tata, Mr. Ramkrishna Bajaj, Mr. Arvind Mafatlal, Mr. F.T. Khorakiwala, Mr. Naval Tata, Mr. S. P. Godrej, Mr. J.N. Guzder, and Mr. Keshub Mahindra & others who recognized the imperative need of business & industry to regulate itself.

CFBP undertakes a wide spectrum of initiatives to further its mission by educating and creating awareness among businessmen, professionals and consumers about their respective rights, duties and obligations through workshops, seminars, publication, Audio Visual Presentations etc. It serves as a bridge between the manufacturers & consumers for promotion of good business relationship.

CODE OF CONDUCT

TO	NOT TO
<ul style="list-style-type: none"> Maintain the highest ethical standards in business and professions. Ensure maximum transparency to the satisfaction of consumers and other stakeholders. Consider objectively the viewpoint of the consumers. Satisfy the consumer with prompt, efficient and friendly service at a reasonable price. 	<ul style="list-style-type: none"> Use media to mislead consumers. Knowingly support activities, which are against the laws of the land. Misuse an advantageous market position to the detriment of consumers.

CODE OF CONDUCT

- Your responsibility is to create awareness about Fair Business Practices.
- To motivate Manufactures and Professionals to participate in CFBP Jamnalal Bajaj Awards for Fair Business Practices.
- To organize Various Consumer Education Programs.
- To create awareness among people to reach out to the Council for Consumer Grievances.
- To display the CFBP Certificate prominently in your organization / office.
- To motivate people to do the testing of their food products at CFBP Ramkrishna Bajaj Testing Centre at S.N.D.T., Juhu.
- To motivate schools / college authorities to organize consumer awareness programs in the schools / colleges.
- To motivate people to become members & follow the mission of CFBP towards Fair Business Practices.
- All moderators accompanying the students will be Free.

Redressal of Consumer Grievance: CFBP plays a key role to protect and satisfy consumers and redress their grievances. CFBP enhances better communication between complainant and organization complained against, by arranging joint meetings. Through such meetings, many of the cases are resolved to the satisfaction of both parties.

Membership: You can become the member in following categories -

Patron Member	Benefactor Member	Donor Member	Life Member	Long term Member	Association Member	Term Member
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COUNCIL FOR FAIR BUSINESS PRACTICES

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Edited & published by Council for Fair Business Practices

5 Examples Of Unfair Trade Practices And How To Avoid Them



The Federal Trade Commission (FTC) is the primary federal agency responsible for enforcing consumer protection laws against unfair and deceptive trade practices. In essence, these laws require that consumers be given a fair chance to make informed, rational decisions about the goods and services they purchase. With that in mind, how can you improve the way your company interacts with your customers? Generally speaking, you can protect yourself from litigation when you make sure your customers have all the information they need to make good decisions. It's important to remember that if you're accused of an unfair trade practice in a civil action, the plaintiffs don't have to prove your intentions; they only need to show that the practice itself was unfair or deceptive. The following examples illustrate some common mistakes that lead to accusations of unfair trade practices—and how you can avoid those mistakes.



RIGHTS OF THE CONSUMERS

- ✦ *Right to safety*
- ✦ *Right to be Informed*
- ✦ *Right to choose*
- ✦ *Right to be Heard*
- ✦ *Right to Seek Redressal*
- ✦ *Right to Consumer Education.*

Taking Advantage of Customers

Some telemarketing ploys have earned the FTC's ire for targeting particularly vulnerable consumers, like seniors and individuals who aren't fluent in English. Many of them have fallen prey to false claims made by telemarketers. Others have been subject to intense pressuring tactics. While you aren't necessarily trying to mislead potential purchasers, you should always use your best judgment and common sense. Be as clear as possible and plainly answer any questions your customers might have.

Misrepresenting a Product

If you're selling goods over the phone, make sure your product descriptions are clear and honest. The FTC takes issue with the use of certain words. For example, you cannot use the word "new" if your product is more than six months old. Other terms are often debated in court, so be careful when you claim that your face





cream will “rejuvenate” skin or that your pill can “cure” baldness. The same idea applies to your claims about the product’s composition. For that reason, you can’t call your sweater “wool” unless it’s made of 100 percent wool. Make sure you describe your goods and services honestly, paying close attention to your claims about the product’s quality, ingredients, and effectiveness.

Faking Endorsements and Guarantees

Much like the point about product misrepresentation, you need to be able to deliver on your promises of guarantees and assurances. If you advertise a 100 percent money-back guarantee, you should be prepared to issue it to any dissatisfied customers. Similarly, you must be able to back up your claims about endorsements and testimonials. You can’t invent a Jane Doe and write a glowing testimonial on her behalf, nor can you pretend that Brad Pitt loves your products if he has never said any such thing.

Giving Misleading Price Information

The FTC warns against deceptive claims or lies about pricing. Are you running a new promotion, like a “buy one, get one free” deal? Make sure you deliver on your promises, and make it easy for your customers to understand any restrictions that might apply. Avoid using misleading language to describe sales or promotions. For example, don’t call it a “limited offer” if it will be available forever, and don’t call it a “going out of business” sale if your business isn’t going anywhere.



Failing to Disclose Pertinent Information

Withholding information can be just as bad as using overtly incorrect or deceptive information. For instance, you should always disclose the price of your products or services before you accept payment information from your customers. If you choose to omit something from your product description, and if that omission might influence the consumer’s decision to make a purchase, you could be accused of a deceptive or unfair trade practice.

Again, an unfair trade practice doesn’t have to be intentional for a lawsuit to be filed. One may have the very best intentions and, by virtue of a mistake or misunderstanding, end up in legal trouble. If you’re facing a lawsuit, or if you’d like to plan ahead and prevent one, you should seek out the specialized knowledge and guidance of a telemarketing lawyer. The professionals at Cove Law can help. Contact us for preventative advice and save yourself the time and expense of litigation. Get educated and make sure your business is protected.

Source - Andrew Cove





2018

COUNCIL FOR FAIR BUSINESS PRACTICES

Our Mission

"We shall promote the highest ethical practices, by business & professionals, in order to provide complete satisfaction to consumers & other stakeholders."



Established by stalwarts like Mr. J.R.D. Tata, Mr. Ramkrishna Bajaj, Mr. S.P. Godrej and others, CFBP seeks to create an environment where business confidence is built through best business practices and fostered in an atmosphere of trust and respect between business and consumer. CFBP is an NGO and functions with the support of Golden hearty Donors.

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