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PHD
CHAMBER OF COMMERCE AND INDUSTRY
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CONSUMER FIRST: BUILDING TRUST IN THE DIGITAL MARKETPLACE

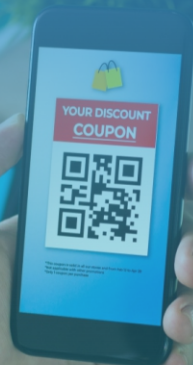
Strengthening Consumer Confidence
in India's Evolving Retail Ecosystem

11th September | **THE PARK**
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CHIEF GUEST

SMT. NIDHI KHARE

Secretary, Department of Consumer Affairs
Government of India



BACKGROUND

India's retail landscape is undergoing an unprecedented transformation driven by rapid digitization, growing e-commerce penetration, Omni channel retail, social commerce, quick commerce, artificial intelligence, digital payments, and increasing consumer participation in the digital economy. Today, consumers have access to a wider range of products and services than ever before, supported by technological innovations that offer convenience, choice, and competitive pricing.

At the same time, this evolving ecosystem presents new challenges relating to consumer trust, product authenticity, misleading advertisements, dark patterns, data privacy, counterfeit products, grievance redressal, and transparency in digital transactions. Strengthening consumer confidence has therefore become central to achieving sustainable growth in India's retail and digital commerce ecosystem.

The Government of India, through the Department of Consumer Affairs, has undertaken several landmark initiatives to strengthen consumer protection, including the Consumer Protection Act, 2019, establishment of the Central Consumer Protection Authority (CCPA), Guidelines for Prevention and Regulation of Dark Patterns, National Consumer Helpline, e- Daakhil Portal, Quality Control Orders (QCOs), Right to Repair Framework, and initiatives promoting fair digital marketplaces.

As India advances towards becoming a Viksit Bharat by 2047, building a trustworthy, transparent, technology-enabled, and consumer-centric marketplace is essential for ensuring inclusive economic growth and enhancing global competitiveness.

Recognizing this need, the PHD Chamber of Commerce and Industry (PHDCCI) proposes to organize a National Conference on "Consumer First: Building Trust in the Digital Marketplace" under the theme "Strengthening Consumer Confidence in India's Evolving Retail Ecosystem."

The conference will provide a collaborative platform for policymakers, regulators, industry leaders, e-commerce companies, consumer organizations, startups, academia, technology providers, and legal experts to deliberate upon emerging consumer issues and develop actionable recommendations for strengthening trust in India's rapidly evolving retail ecosystem.

OBJECTIVES

The conference aims to:

- Promote consumer-centric growth in India's digital and physical retail ecosystem.
- Strengthen trust and transparency in digital commerce.
- Promote ethical business practices and responsible use of AI.
- Enhance awareness regarding consumer rights and grievance redressal mechanisms.
- Discuss future regulatory priorities for emerging retail technologies.



WHY THIS CONFERENCE

India today has:

- Over one billion internet users expected in the coming years.
- One of the world's fastest-growing e-commerce markets.
- Growing adoption of AI-driven personalized commerce.
- Increasing cross-border digital transactions.
- Increase in digital frauds pertaining to retail e-commerce



While these developments create tremendous economic opportunities, they also necessitate stronger safeguards that ensure consumers remain protected without stifling innovation. The conference will focus on creating a balanced regulatory ecosystem where innovation and consumer protection progress together.

KEY DISCUSSION AREAS

- Consumer Trust in India's Digital Economy
- Responsible Digital Commerce: Transparency, Fair Practices & Consumer Protection
- Government Initiatives for Consumer Empowerment such as National Consumer Helpline , e-Daakhil , Jago Grahak Jago etc.
- AI, Emerging Technologies & Consumer Rights
- Building a Trusted Future Retail Ecosystem

TARGET AUDIENCE

- Government Ministries
 - Regulators
 - Retail Companies
 - E-commerce Platforms
 - Consumer Goods Companies
 - D2C Brands
 - MSMEs
 - Startups
 - Technology Companies
 - Academia
 - Youth
 - Media
- 



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ABOUT PHDCCI

PHDCCI has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past 121 years. It is a forward looking, proactive and dynamic PAN-India apex organization. As a partner in progress with industry and government, PHDCCI works at the grass roots level with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

PHDCCI, acting as the "Voice of Industry & Trade" reaching out to more than 1,50,000 large, medium and small industries, has forged ahead leveraging its legacy with the industry knowledge across multiple sectors to take Indian Economy to the next level.

At the global level, we have been working with the Embassies and High Commissions in India and overseas to bring in the International Best Practices and Business Opportunities.

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