



REVIEWER'S REPORT

Manuscript No.: IJAR-57628

Title: Is it Really Green? A Cross-Jurisdictional Analysis of Green Claims in India and International Jurisprudence

Recommendation:

Accept after minor revision

Rating	Excel.	Good	Fair	Poor
Originality		✓,		
Techn. Quality		✓,		
Clarity	✓,			
Significance	✓,			

Reviewer Name: Abdul Haseeb Mir

Detailed Reviewer's Report

The manuscript titled "Is it Really Green? A Cross-Jurisdictional Analysis of Green Claims in India and International Jurisprudence" tackles the rapidly evolving challenge of "greenwashing" in the global sustainability market. The study investigates how deceptive sustainability claims and semantically vague environmental terminology mislead consumers within an increasingly data-driven and digital marketplace. The scope of the paper is broad yet structurally unified, situating the problem within the "Consumer in Transition" framework. It systematically evaluates how digital interfaces—including online marketplaces, social media influencers, algorithmic curation, and personalized advertisements—amplify the reach and impact of unsubstantiated corporate environmental, social, and governance (ESG) performance metrics.

Methodological Framework and Key Findings

The researcher utilizes a qualitative, comparative legal methodology with a cross-jurisdictional approach. The study analyzes India's regulatory landscape and benchmarks it against established legal frameworks in the United Kingdom, the United States, Australia, and Singapore. The findings reveal a significant regulatory deficit in India compared to its international counterparts. While developed jurisdictions have evolved specific, enforceable guidelines to counter environmental deception, India's approach remains fragmented. Key findings indicate that Indian consumers are highly vulnerable to linguistic cues and elastic terms (such as "eco-friendly," "regenerative," or "net-positive") due to a lack of centralized oversight, specific statutory definitions, and verification protocols within existing domestic laws.

Analytical Depth and Contributions to the Field

The manuscript provides notable analytical depth by shifting the discussion from traditional print advertising to the complex realities of the e-commerce and digital ecosystem. The author brilliantly



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unpacks how algorithmic curation creates "filter bubbles" that exploit eco-conscious consumer vulnerabilities. The primary contribution to the field of consumer protection and environmental law is the study's rigorous comparative matrix. By analyzing the UK's Green Claims Code, the US FTC's Green Guides, Australia's consumer-perception approach, and Singapore's regulatory updates, the author establishes a clear evolutionary pathway for developing economies. The paper successfully argues that combating greenwashing requires moving away from reactive consumer litigation toward proactive, legally mandated verification frameworks.

Suggestions for Improvement

- Provide a more precise statutory definition of "Greenwashing" in the introductory section, delineating its boundaries within both consumer law and broader corporate environmental compliance.
- Deepen the "Consumer in Transition" theoretical framework by explicitly linking it to behavioral economics concepts, such as bounded rationality or information asymmetry.
- Incorporate a comprehensive comparative table that maps India's current regulatory tools against the specific mechanisms used in the UK, USA, Australia, and Singapore (e.g., dedicated enforcement authorities, specific penal provisions, or digital platform liabilities).
- Expand the analysis of the Indian legal framework to include a critical evaluation of the Central Consumer Protection Authority (CCPA) guidelines on greenwashing, explicitly discussing their strengths and current enforcement gaps.
- Address the specific role of third-party certifications and eco-labeling schemes in India; analyze whether the lack of a standardized national eco-label exacerbates regulatory confusion.
- Elucidate the recommendation regarding "AI-enabled claim verification" by providing concrete examples or models of how regulatory bodies can operationally implement algorithmic tracking against deceptive marketing.
- Elaborate on the proposed amendments to the Consumer Protection Act, 2019, explicitly drafting or describing the specific statutory clauses needed to codify "environmental claim-specific penalties."
- Discuss the concept of Life Cycle Assessment (LCA) data more thoroughly, explaining the legal and infrastructural challenges Indian micro, small, and medium enterprises (MSMEs) might face if forced to provide LCA-based evidence for their products.
- Transition more smoothly between the analysis of digital interface elements (like influencer marketing) and the formal legislative comparisons to ensure a seamless narrative flow.



ISSN NO. 2320-5407

ISSN(O): 2320-5407 | ISSN(P): 3107-4928

International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

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- Standardize the citation and reference format throughout the manuscript, ensuring that all international case law, statutory instruments, and modern digital jurisprudence entries (e.g., Gatti et al., 2019) are fully detailed with complete publication metadata.

Recommendation for Publication

I recommend this manuscript for **publication with minor revision**. The paper addresses an incredibly vital, contemporary, and highly complex legal problem with impressive analytical precision. The cross-jurisdictional analysis is well-conceived and offers actionable, high-quality recommendations for statutory and regulatory reforms in India. By integrating a structured comparative matrix, deepening the critique of recent CCPA interventions, and refining the structural transitions between digital marketing dynamics and statutory law, the author will provide an essential and authoritative text for scholars, regulators, and corporate legal advisors navigating the green economy.