

Event Report

Smarter Shoppers, Safer Choices: A Consumer Awareness Initiative

August 2026



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Safer Internet India (SII) is a coalition of leading technology businesses that collectively serve hundreds of millions of users across India. SII's mission is to foster user welfare, trust, and safety in India's digital economy while supporting innovation-led growth.

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Smarter Shoppers, Safer Choices: A Consumer Awareness Initiative

On July 31, 2026, Safer Internet India (SII) coalition organised a consumer awareness initiative "Smarter Shoppers, Safer Choices" in New Delhi. At the event, SII launched the "Mission GraHAQ" handbook in partnership with Amazon. The handbook is a user-friendly guide on safe online shopping practices and was launched along with a panel led by stakeholders from industry, government and civil society.

The panel discussed strengthening consumer awareness through localized communication, investing in AI-enabled fraud prevention, improving cross-jurisdictional enforcement mechanisms, enhancing information sharing across stakeholders, and supporting trusted sellers while maintaining marketplace integrity.

Instead of viewing e-commerce risks solely as a platform issue, participants recognised it as a broader ecosystem challenge requiring collective responsibility, continuous innovation, and sustained collaboration.

The discussion highlighted the need for stronger regulatory frameworks, grassroots digital awareness, citizen-centric consumer protection tools, multi-stakeholder collaboration, and a balanced approach to prevention, enforcement, customer trust, and seller welfare.



"Smarter Shoppers, Safer Choices" organised by the Safer Internet India coalition in partnership with Amazon

1. Cyber Fraud Awareness and Prevention

India's digital economy has expanded rapidly, supported by over 958 million Active Internet Users (AIUs)¹ and nearly 24 billion monthly UPI transactions² as of FY 2025-26. As e-commerce adoption deepens across India including in smaller towns and cities, so has the incidence of online financial crime. The National Cyber Crime Reporting Portal (NCRP) under the Indian CyberCrime Coordination Centre (I4C) reported over 24 lakh financial fraud complaints amounting to Rs 22,495 crores in 2025³ alone. These trends highlight that consumer behaviour and awareness are becoming as important to digital trust as technological safeguards.

In this context, the discussion reflected on consumer awareness as a foundational element of cyber resilience. Participants observed that many frauds continue to exploit impersonation, fake customer support channels and phishing rather than technical vulnerabilities, making first-time digital users particularly susceptible, especially those located in Tier II and Tier III cities. Campaigns built on local languages outreach that aim to cover the last mile were agreed to be essential, while reinforcement of trust through touchpoints such as delivery packaging, customer notifications and enhanced visibility of official reporting mechanisms were also discussed as effective mechanisms.



Member of Parliament Shri Lavu Sri Krishna Devaraylu (Lok Sabha) delivered the keynote address at "Smarter Shopper, Safer Choices"

2. Proactive Measures by Amazon

The scale of India's digital commerce ecosystem increasingly requires trust and safety systems that can detect risks before they affect consumers. Artificial intelligence and automated monitoring are enabling platforms to identify suspicious listings, counterfeit products and fraudulent behaviour at scale, reflecting a broader shift towards predictive risk management. As organised fraud networks become more sophisticated, sustained investment in technology and enforcement is becoming central to marketplace integrity.

The discussion highlighted Amazon's investments in counterfeit detection, seller verification, payment security and phishing prevention. Participants noted that **99.9% of infringing listings are removed before customers even view them**, supported by AI-enabled monitoring and specialised enforcement mechanisms. Continued investment in predictive technologies, alongside collaboration with platforms and law enforcement agencies, was identified as an important component of strengthening trust across the digital commerce ecosystem.

3. Customer Education and Awareness

As India's digital consumer base expands, strengthening digital literacy is becoming an increasingly important component of online safety. While technology continues to improve platform security, many scams still exploit limited awareness of official customer support channels, safe payment practices and common fraud techniques. Ensuring that awareness efforts keep pace with digital adoption will be critical to sustaining consumer confidence, particularly among first-time users in emerging markets.

Panellists noted that awareness initiatives are likely to be most effective when integrated across the customer journey rather than delivered as standalone campaigns. **Mission Grahag**, which has reached over **50 million consumers** through regional-language campaigns, was highlighted as an example of scalable community engagement and the significance of such communication in ensuring last mile coverage.

4. Challenges in Policing and Enforcement

Cyber-enabled fraud increasingly spans jurisdictions, platforms and financial systems, making investigation and enforcement significantly more complex than traditional financial crime. Government efforts under the I4C, the National Cyber Crime Reporting Portal and the **1930** helpline have strengthened reporting and response mechanisms. However, the growing sophistication of organised fraud networks continues to highlight the need for closer coordination across agencies and sectors.

Against this backdrop, participants reflected on opportunities to strengthen collaboration between marketplaces, financial institutions, telecommunications providers and law enforcement agencies to improve intelligence sharing and disrupt organised fraud networks more effectively. The discussion also explored greater cross-jurisdictional coordination, streamlined reporting pathways and specialised approaches to addressing online shopping fraud, recognising that consumer protection increasingly depends on collective action across the digital ecosystem.

5. Collaboration and Partnerships

As India's e-commerce landscape becomes more interconnected, tackling online fraud increasingly requires coordination across marketplaces, financial institutions, telecom providers and law enforcement agencies. Efforts under government offices such as the **I4C** reflect a growing emphasis on collaborative approaches to cyber resilience, recognising that fraud networks often operate across multiple platforms and jurisdictions.

In this context, the discussion highlighted the value of strengthening public-private collaboration through timely intelligence sharing, coordinated investigations and common approaches to consumer awareness. Participants also explored opportunities to deepen partnerships between marketplaces, brands and enforcement agencies, alongside evolving shared responsibility frameworks that can improve consumer protection while preserving innovation across the digital commerce ecosystem.

Member of Parliament Shri Vishal Patil (Lok Sabha) highlighted the importance of public private partnerships.



6. Seller Welfare and Regulation

As per the Ministry of Micro, Small & Medium Enterprises,⁴ India's **6.3 crore MSMEs** contribute nearly **30% of GDP** and around **45% of exports**, with digital marketplaces playing an increasingly important role in expanding their market access. As online commerce grows, maintaining consumer trust will depend on protecting legitimate sellers alongside preventing counterfeit products and organised marketplace abuse.

The discussion reflected on the need to balance strong consumer safeguards with an enabling environment for genuine businesses. Continued investments in seller verification, product authenticity measures and transparent compliance processes were identified as important to strengthening marketplace integrity, while greater consistency in marketplace standards could further support trusted digital entrepreneurship.

7. Deepfake and AI-related Fraud

Generative AI is rapidly reshaping the cyber threat landscape, with deepfakes, synthetic identities and AI-generated phishing campaigns making online fraud increasingly difficult to detect. As per the NASSCOM AI Adoption Index, 87%⁵ of India's enterprises actively use AI solutions in their operations, while global cybersecurity agencies have identified AI-enabled fraud as one of the fastest-evolving cyber risks. As AI adoption accelerates across sectors, trust and safety frameworks will need to evolve in parallel to preserve confidence in digital commerce.

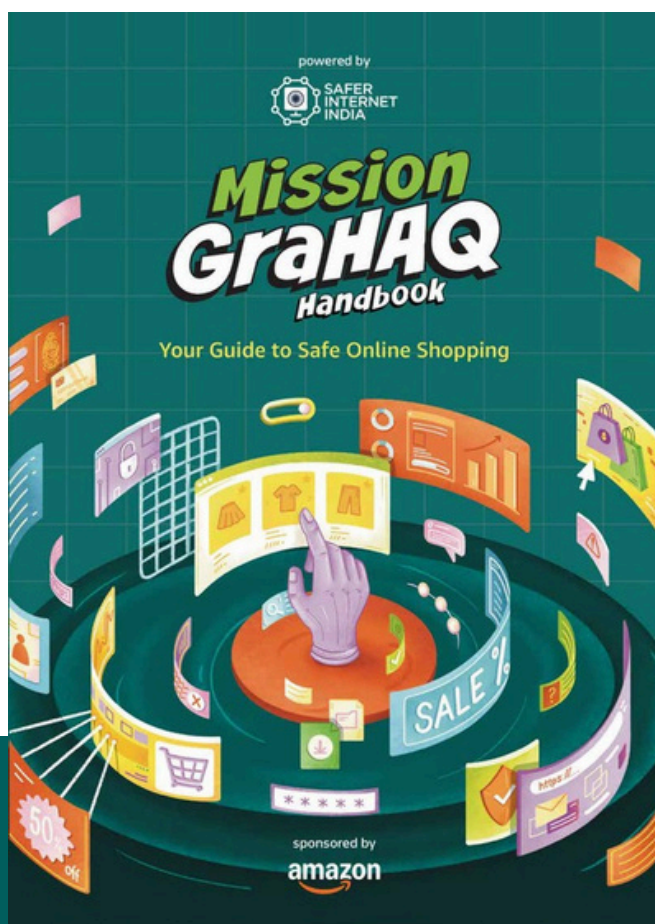
Participants discussed the growing role of AI in both detecting and enabling fraud, highlighting investments in phishing detection, communication verification and real-time threat identification. The discussion also explored the need to incorporate emerging AI-enabled fraud risks into consumer awareness initiatives, strengthen AI-driven detection and prevention tools that can proactively identify fraudulent activity while enhancing collaboration across industry and government to ensure that technological innovation is matched by equally robust consumer protection measures.

Way Forward

The discussion underscored the importance of collaboration, technology, and awareness in addressing the growing challenges of cyber fraud and ensuring customer trust in e-commerce platforms.

The panelists agreed that consumer trust must be strengthened through a combination of robust regulatory frameworks, citizen-centric digital safety measures, and greater collaboration between government, industry and civil society.

Panelists highlighted the importance of improving public awareness through communication campaigns in regional languages, developing multi-pronged solutions through collaborative partnerships with government, industry and civil society, and leveraging prevention and predictive technologies to create a safer digital marketplace which balances consumer protection with seller welfare. The Safer Internet India coalition will ensure the translation of the handbook in key regional languages and disseminate it widely through relevant stakeholders.



Mission GraHAQ Handbook launched by the Safer Internet India coalition in partnership with Amazon



Scan the QR code to download the Mission GraHAQ Handbook

Endnotes

- 1 The Hindu Bureau, India now has 958 million active internet users; 57% of these are from rural areas, The Hindu, January 29, 2026
- 2 Ministry of Finance, Government of India, UPI completes 10 glorious years, Emerges as World's Largest Real-Time Payments Platform, Anchoring India's Digital Economy, Press Information Bureau, April 30, 2026
- 3 Ministry of Home Affairs, Government of India, Cybercrime Reporting and Investigation, Press Information Bureau, February 11, 2026
- 4 Ministry of Micro, Small & Medium Enterprises, Government of India, Contribution of MSMEs to the GDP, Press Information Bureau, July 22 2024
- 5 Press Information Bureau Backgrounder, Transforming India with AI, Press Information Bureau, December 30 2025



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