

Backgrounder

“Indian Consumers in the New Age: A Forward Looking Agenda to Address the Concerns of the Common PEOPLE” (**ConsumersUp Project**)

Objective

Long-term Objective: To create an enabling environment for protection and promotion of consumer interest contributing towards the national interest.

Immediate Objective: To bring out thematic report on the ‘State of the Indian Consumer’ and to enhance the knowledge of the Civil Society Organisations (CSOs) working on consumer issues in 4 identified states in India with the facts and information on the concerns of the Common people and on new generation consumer issues, with the aim to strengthen and take the Indian consumer movement forward.

Context:

India has been pioneer in consumer protection having Consumer Protection Act (COPRA), 1986 to provide not only easy and quick redressal of consumers’ grievances but also a mechanism to promote and protect their interests. Now, as this Act has attained its Silver Jubilee in 2011, there is need of compressive and forward looking Consumer Protection Policy to address emerging consumer issues.

To address the gap, Memorandum of Understanding was signed between Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Government of India and Consumer Unity & Trust Society (CUTS International) on November 04, 2011 to implement a one-year project, i.e. from November 04, 2011-November 03, 2012 to take the Indian consumer movement forward with an objective to create an enabling environment for protection and promotion of consumer interest contributing towards the national interest.

The project is implemented in mainly four states; namely Haryana, Jharkhand, Karnataka and Tripura. But for the research purpose, 15 additional states and three union territories have been included namely Andhra Pradesh, Bihar, Chhattisgarh, Goa, Gujarat, Kerala, Madhya Pradesh, Maharashtra, Orissa, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, Uttarakhand and West Bengal. The union territories are Chandigarh, Delhi and Pondicherry.

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