



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

Implemented by Consumer Unity & Trust Society (CUTS)
In partnership with
Department of Consumer Affairs, Government of India

**Two days National Conclave on ‘Consumer Issues’
&
Release of the ‘State of Indian Consumer Report 2012’**

**October 11-12, 2012
India Habitat Centre, New Delhi**

Background Note

About CUTS International

CUTS (Consumer Unity & Trust Society) is an Indian origin international consumer organisation established in 1983, having its headquarters in Jaipur (Rajasthan), and having the vision of ‘Consumer Sovereignty’ and pursuing social justice and economic equity within and across borders. CUTS is presently working in about 30 countries and also work with several national, regional and international organizations. CUTS also serves on several policy-making bodies of the Government of India and is a member Central Consumer Protection Council (CCPC). More about CUTS activities can be seen at: www.cuts-international.org/cart

ConsumersUp Project

CUTS is presently implementing a national project titled ‘**Indian Consumers in the New Age: A Forward Looking Agenda to Address the Concerns of the Common People**’ (ConsumersUp) in partnership with Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Government of India supported under the Consumer Welfare Fund (CWF). The project is mainly focussing in the states of Karnataka, Haryana, Jharkhand and Tripura. More details about the project can be seen at:

<http://www.cuts-international.org/CART/ConsumersUp/>

One of the key activities of the project was the field research, covering 19 states and 3 Union Territories, mainly to assess the extent of realisation of consumer rights and to bring out a credible report ‘*State of the Indian Consumer Report 2012*’.

In addition, 8 Knowledge Enhancement Workshops were organised to enhance the capacity of consumer organisations to deal with emerging consumer issues. The preliminary findings was released through 4 regional meetings held in the month of August, 2012 in Bengaluru, Agartala, Chandigarh and Ranchi to get feedback from various stakeholders such as representatives of State Dept. of Consumer Affairs, consumer organizations, consumer redressal bodies, policy makers, media, academia, CSOs etc. from the South India region.



State of the Indian Consumer Report 2012 (SICR 2012)

The final output of the project is a credible report on the State of the Indian Consumers. The report will have 8 chapters on each of the consumer rights, consisting of an analysis of the state of implementation of the consumer rights based on a comprehensive literature review and findings of the field research, based on a quantitative and qualitative sample survey covering 19 states and 3 Union Territories. In addition, there will be an executive summary, a synthesis chapter and a chapter on consumer awareness index.

National Conclave and Release of SCIR 2012

Mainly to disseminate and discuss the key findings of the field research, after the incorporation of feedback from regional consultations and to formally release the 'State of the Indian Consumer Report 2012', CUTS is organising a National Conclave in New Delhi on October 11-12, 2012. The conclave will take place at the India Habitat Centre. The conclave is scheduled to start at 10.30 am on October 11, 2012 and conclude by 2.30 pm on October 12, 2012.

The participants will be representatives from consumer organisations and other interested parties mainly from the 4 target states and representatives from other states in India. In addition, representatives from the Department of Consumer Affairs and other line ministries will take part in deliberations. More than 100 participants from New Delhi and from other states in India are expected to attend the conclave.

Other than the inaugural session, where the State of the Indian Consumers Report 2012 will be formally released, there will be thematic sessions based on various consumer rights and the key findings of the survey. The conclave will conclude with a valedictory session on October 12, 2012, summing up the deliberations of the Conclave.

Based on the findings of the state of the consumers and the deliberations at the Conclave, CUTS will prepare and submit a forward-looking recommendations to the Department of Consumer Affairs (Government of India), State Consumer Departments, and other line ministries/ departments (of the Central and state governments) and will advocate to act upon the state of consumers.