

INDIAN CONSUMERS IN THE NEW AGE: A FORWARD LOOKING AGENDA TO ADDRESS THE CONCERNS OF THE COMMON MAN' (ConsumersUp)

REGIONAL CONSULTATIONS

CUTS is an Indian origin international NGO, established in 1983, having its headquarters in Jaipur (Rajasthan), pursuing social justice and economic equity within and across borders.

The Indian Consumer Protection Act (1986) completed 25 years of coming into force on December 24, 2011. Taking into consideration this aspect, CUTS conceptualised a proposal well in advance, submitted, discussed and finalised it with the Department of Consumer Affairs, Government of India. The Memorandum of Understanding was formally signed with the Department of Consumer Affairs, on November 04, 2011 to implement the project entitled 'Indian Consumers in the New Age: A Forward Looking Agenda to Address the Concerns of the Common People' (ConsumersUp) lasting for a period of 12 months.

For more details please visit: <http://www.cuts-international.org/CART/ConsumersUp/>

The key activity of the project is to bring out a credible report on the **State of the Indian Consumers Report 2012**. The report will be having 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 a comprehensive field research, based on a quantitative and qualitative sample survey covering 19 states and 3 union territories.

CUTS followed a hybrid approach for research methodology. Based on the findings of the state of the consumers, CUTS will present a forward-looking outline to the Department of Consumer Affairs, state consumer departments, and other line ministries/departments (of the Central and state governments) and will advocate to act upon the state of consumers. The final report will be released in a National Conclave in Delhi in October 2012.

The project is being implemented in the following **4 (Four) states; namely Haryana, Tripura, Jharkhand, and Karnataka but for the research purpose**, the additional **3 Union Territories (Chandigarh, Delhi and Pondicherry)** and 15 states are selected namely, Kerala, Andhra Pradesh, Madhya Pradesh, Bihar, Chhattisgarh, Goa, Gujarat, Maharashtra, Orissa, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, Uttarakhand and West Bengal.

Project Objectives:

- **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.

The programme objectives are as follows:

- **Research:** To conduct comprehensive thematic research on the state of the Indian Consumers and come up with a credible report
- **Advocacy:** To advocate with relevant stakeholders on the consumer issues emerging out of the research with the help of network of consumer organisations
- **Networking:** To mobilise consumer organisations and networking at regional and national level for coordinated action on issues affecting common consumers

- **Knowledge Enhancing:** To equip the consumer organisations with knowledge and skills to handle emerging and relevant new generation consumer issues woven around basic needs, to ensure improvement in service delivery and to play the watchdog role in their respective states.

Regional Consultations

As mentioned above, the project involves field research to assess the extent of realisation of consumer rights and to bring out 'State of the Indian Consumer Report 2012'. The field research incorporates 11,500 responses received from 88 districts of 19 states and 3 union territories. The respondents belong to diverse education and financial status, rural and urban divide and literacy rate. Apart from common consumers, responses of service providers, consumer organisation, consumer fora and government agencies/authorities related to consumer issues were collected under the research.

The main purpose of the regional meeting is to disseminate the preliminary findings from the field research and to get the feedback from various stakeholders such as representatives of State Dept. of Consumer Affairs, consumer organizations, consumer redressal bodies, policy makers, media, academia etc. Total four Regional Consultations (1 day each) are scheduled to be held in four different regions; North at Chandigarh; South at Bengluru; Middel at Ranchi; and East at Agartala). Consultations are scheduled in respective capitals of target states in collaboration with state partners. Schedule for these consultations is as follows:

- Bangalore (Karnataka) – Friday, August 03, 2012
- Agartala (Tripura) – Friday, August 17, 2012
- Chandigarh (Union Territory) – Wednesday, August 22, 2012
- Ranchi (Jharkhand) – Friday, August 31, 2012

State	Partners Organisation
Haryana	Mr. Surinder Verma, Chairman Citizen's Awareness Group Room No. 3 (Basement) Karuna Sadan, Sector 11-B, Chandigarh -160011 Cell: 09417008805, Mail: citizenawareness@yahoo.com
Jharkhand	Mr. Ashish Kumar, Program Manager, The Janaki Foundation M-15, Old Housing Colony, Adityapur, Jamshedupur – 831 013, Jharkhand, Phone: 0657-3292592, 9334852625, Mail: janakifoundation@gmail.com
Karnataka	Mr.Y.G. Muralidharan, Secretary, Consumer Rights Education & Awareness Trust (CREAT) 239, 5th C Main, Remco Layout, Vijayanagar, Bangalore- 560 040(Karnataka) Cell: 9448145170 Mail: creatorg@sify.com
Tripura	Mr. Amrit Lal Saha, President, Consumer Protection Association Daleswar Road No.15, Agartala-799007, Tripura (INDIA) Cell: 09862216817 Mail: amrit1950@gmail.com

For more detail, you may contact the under mentioned:

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