

CUTS and Consumer Protection

Consumer Unity & Trust Society (CUTS) is a registered Indian NGO established in 1984, pursuing social justice and economic equity within and across borders. CUTS serves on several policy-making bodies of the Government of India.



Pradeep S Mehta receiving the MR Pai Award, April 2008

CUTS was responsible for the enactment and strengthening of the dynamic Consumer

Protection Act, 1986 (COPRA), the likes of which has not been seen anywhere in the world. It developed a draft National Consumer Policy at the request of Ministry of Consumer Affairs (MoCA), Government of India (GoI).

In 2001, a report 'State of the Indian Consumer' was published that examined the plight of Indian consumers in the light of the UN Guidelines on Consumer Protection. This pioneering work was emulated in other developing countries, including Pakistan.

Due to its exemplary work in consumer affairs, CUTS was invited by the Royal Government of Bhutan to draft a comprehensive law covering consumer protection, competition, and utility regulation and to prescribe an institutional framework to implement the law. CUTS is presently working with the Government of Vietnam to develop a consumer protection law.

CUTS was part of the Working Group on Consumer Protection set up by the Planning Commission in the context of preparing the Eleventh Five Year Plan and made specific recommendations to the 11th National Development Plan Document of India. Since 2007, CUTS is again a member of the re-constituted Central Consumer Protection Council (CCPC).

For more information, please visit: www.cuts-international.org



A view of the Consumer Awareness Programme, April 2007

About GRANIRCA

Continuing with the interventions in the area of consumer education and protection, CUTS signed a Memorandum of Understanding with the MoCA, Food and Public Distribution, GoI to establish a partnership to support a project entitled, 'Grassroots Reachout and Networking in Rajasthan through Consumer Action' (GRANIRCA) on January 08, 2010.



George Cheriyan signing MoU of GRANIRCA with Sanjay Singh, MoCA, January 2010

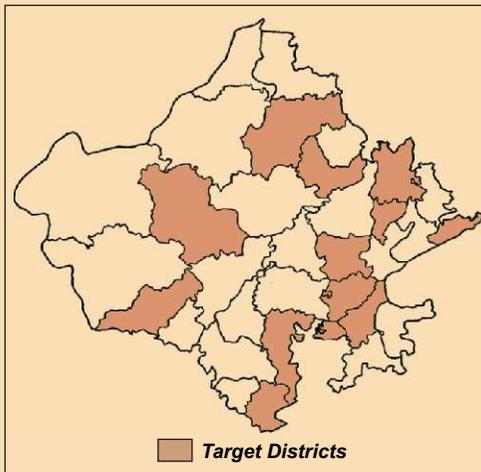
The duration of the project is of three years, i.e. from January 2010-December 2012. It would cover all seven divisions and would be implemented in 12 selected districts, i.e. Tonk, Chittorgarh, Kota, Bundi, Alwar, Banswara, Jodhpur, Jalore, Churu, Sikar, Dholpur and Dausa, covering a total of 89 blocks, through 12 partner organisations. The local partner organisations would be responsible to generate awareness among common people, ensure speedy redressal of grievances and provide information and advisory services.

The objective of the project is to build a strong consumer movement at the grassroots by equipping consumer activists with skills and creating a network of zealous grassroots activists

through intensive training, capacity building and orientation programmes on relevant consumer protection issues.

Project Activities:

- **State Launch** cum orientation of district partners.
- **Research** activities that include: identification of NGOs, diagnostic survey of consumer protection, needs assessment, field study, data collection, compilation/analysis on relevant consumer issues.
- **72 Public Interfaces** and outreach meetings on consumer issues.
- **36 District Level Training Workshops** in each of the 12 districts.



- **Three State Feedback Roundtables** to share the learnings from various districts to build/strengthen the network.
- **12 Media Sensitisation Workshops** in each of the 12 districts, and two at the state level.
- **Advocacy** with the government agencies in identified divisions and with the state and the Central Government.
- **Complaints Handling, Information and Advisory Services (CHIAS)** through a dedicated cell.
- **Publication of Reports**, briefing papers/newsletters and creation of a programme website and a collective communication device for wider outreach.

Expected Outcomes:

- **Empowerment:** People will be assertive consumers to uphold their rights and fight for justice.
- **Questioning Society:** Civil society organisations (CSOs) will act as 'watchdogs'.
- **Enforcement:** Better service delivery and efficient redressal mechanism in place.
- **Enabling Environment:** Protecting consumer's interests, which will ultimately create an enabling environment towards protecting the state interest.
- **Good Governance:** Contribute towards achieving the Millennium Development Goals (MDGs).
- **Replicable Model:** Result in a model of empowering consumers through networking, and thus offer a model for further expansion in the identified districts and elsewhere.



Partners Meeting under GRANIRCA Project, February 2010



CUTS Centre for Consumer Action, Research & Training (CART)

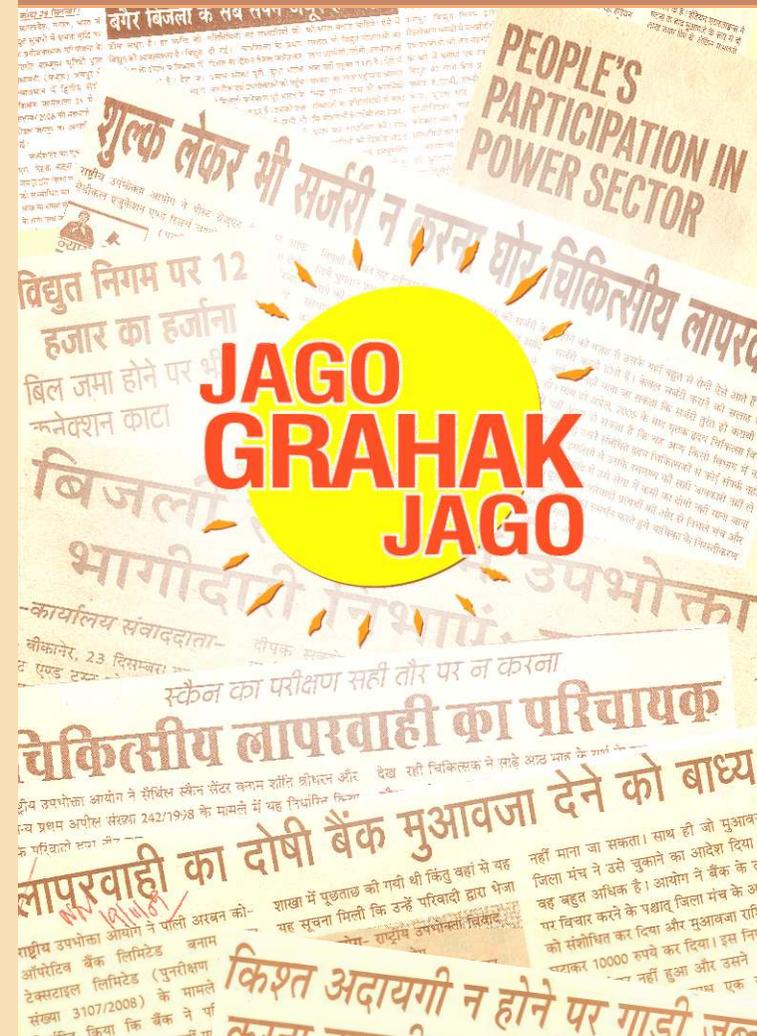
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Grassroots Reachout and Networking in Rajasthan through Consumer Action (GRANIRCA)



Ministry of Consumer Affairs, Food & Public Distribution Government of India

