



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

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Securities Market Awareness Campaign (SMAC)

Investor education and protection is one of the core programmatic areas of CUTS-CART. Though all consumers are not investors, all investors are consumers of financial services. Considering this aspect, CUTS-CART is actively involved in investor education and protection activities. CUTS is a registered Investor Association with the Securities and Exchange Board of India (SEBI) and also is registered with Ministry of Company Affairs (MoCA), Government of India (GoI) under Investor Education and Protection Fund (IEPF). In the past, CUTS has implemented investor education and protection programmes with the support of IEPF and SEBI. CART is actively involved in the SMAC with the support of SEBI since May 2004. Under the first and second rounds of the campaigns, 10 workshops each were conducted in various remote areas of Rajasthan. The third round of the campaign was started in August 2005.

SEBI has been mandated to protect the interests of investors in securities and to promote the development of and to regulate the securities market so as to establish a dynamic and efficient Securities Market contributing to Indian Economy. SEBI strongly believes that investors are the backbone of the securities market. They not only determine the level of activity in the securities market but also of the economy.

However, many investors do not possess adequate expertise/knowledge to take informed investment decisions. Some of them are not aware of the complete risk-return profile of the different investment options. Some

investors are not fully aware of the precautions they should take while dealing with market intermediaries and in different securities. They may not be familiar with the market mechanism and the practices as well as their rights and obligations.

In this backdrop, SEBI launched a comprehensive education campaign aimed at creating awareness among investors about securities market, which has been christened SMAC. The motto of the campaign is – ‘An Educated



SMAC Workshop at Sojat City (Pali)

Investor is a Protected Investor’. The structural foundation of the campaign is based on workshops that are being conducted all over the country with the continued and active participation of market participants, market intermediaries, Investors Associations etc., to spread the message of ‘Invest with Knowledge’.

The workshops are aimed at reaching out to the common investors and are being held primarily in small and medium towns and cities all over the country. The aim of these workshops is to acclimatise the investors with the functioning of the securities market, the basic fundamentals of investment and risk management and their rights and

About CART

Established in 1996, CUTS-CART is pursuing the cause of common consumers. The programmes of the Centre are primarily aimed at generating awareness, creating a more responsible society and encouraging changes at the policy level by advocating with the government machinery and sensitising it to issues of concern of the common man. The Centre has spearheaded several campaigns and pioneered consumer empowerment. It has created and trained over 1200 consumer activists and facilitated in establishing over 300 independent consumer groups in Rajasthan and elsewhere. The Mission of the Centre is to ‘enable people, particularly the poor and the marginalised to achieve their rights to basic needs and sustainable development, through a strong consumer movement’.

CUTS-CART has a 12-member Advisory Committee consisting of eminent personalities from various fields. Professor V. S. Vyas, well-known economist and Professor Emeritus of IDSJ (Institute of Development Studies, Jaipur) is the Chairman of the Advisory Committee.

responsibilities. The campaign was formally launched at the national-level on January 17, 2003 by the Prime Minister A. B. Vajpayee. The campaign was launched in Rajasthan on August 23, 2003.

The first workshop under third round of SMAC was organised in Beawer of Ajmer district on August 20, 2005 and the second was held at Sojatcity in Pali district, on August 29. The third workshop was organised in Jalore on September 9, and the fourth workshop was held in Bikaner, on September 24. Experts from various fields facilitated all these workshops. All these workshops were successful in terms of inputs and participation. The discussions focused on different alternatives of the investments like mutual fund, derivatives, bonds and equities,

types of investments in capital markets and principals on which investments should be done. The risk factors of investments and liquidity and net resultant of investment were also discussed. All these workshops were organised with the assistance of local networkers and groups. The campaign in the third round will continue till December 2005.

HIGHLIGHTS

- **Projects & Programmes**
- **Representations**
- **Meetings**
- **Visits**
- **Future Activities**
- **Publications**
- **CART in Media**

'Hum Bhi Bachche Hain' - Project on Child Domestic Workers Takes off

CART in partnership with Save the Children (UK) has conceptualised a unique project titled 'Hum Bhi Bachche Hain' (we, too, are children) on Child Domestic Workers as part of a national level campaign. The project was formally launched, on July 27, 2005, in Jaipur by Alka Kala, Principal Secretary DWCD (Department of Women & Child Development, Government of Rajasthan). Dr. Lakshmi Rani (National Project Manager of Save the Children-UK), and Dharampal S. Choudhary (Programme Director, National Child Labour Project and Assistant Labour Commissioner) also spoke at the launch meeting. Government officials, teachers and students from selected schools; representatives of donor agencies, Civil Society Organisations (CSOs) working on child issues, representatives of social organisations etc. participated in the launch meeting.

In India, 'child domestic work' is commonly practiced. Child Domestic Workers (CDWs), as the term implies, are children working within the homes. This means children working for wages in cash

or kind, outside their families in domestic chores and not for commercial purposes. They are within the households of employers and thus are invisible to public scrutiny. In addition, they do not exist as a group and are difficult to reach and to count. The 'invisibility' of CDWs also derives from the fact that the majority of them are girls.

India employs the largest number of working children in the world. Though the problem is serious, in many cities in India, there is no official data/record about the pervasiveness of the issue.

The United Nations has recognised domestic work as a contemporary form of slavery. As defined in the *International Labour Organisation (ILO) Worst Forms of Child Labour Convention (No. 182), 1999*, the child domestic work constitutes a worst form of child labour. Government of India (GoI) has not ratified this convention yet. The *Child Labour (Prohibition & Regulation) Act, 1986* prohibits employment of children below the age of 14 years in factories, mines and hazardous employments and regulate the

working conditions of children in other employments. But unfortunately, child domestic workers are not covered under this *Act* making them vulnerable to exploitation. The purpose of the national campaign is to bring this issue to the focus of the Government and the lawmakers and to advocate for the inclusion of CDWs into the purview of the Child Labour (Prohibition & Regulation) Act of 1986.

The project would be implemented through 35 selected schools in Jaipur using a child-to-child approach in close collaboration with various departments of Government of Rajasthan for the next one-year. The main purpose of the project is to understand the issue and generate awareness about 'CDWs' through schools in Jaipur. It also aim at advocacy at Rajasthan state-level to make it compulsory for all schools in the state to check and the Government to prevent child domestic work. The project also aims at the capacity building of the schools to carry on the activities beyond the project period. Currently, the first round of events in schools is nearing completion.

Seminar on 'NCMP'

CART in association with the Friedrich Ebert Stiftung, New Delhi (FES India) organised a Regional Seminar on 'National Common Minimum Programme (NCMP) and Its Prospects on Economic Reforms' covering the states of Gujarat, Haryana, Punjab and Rajasthan. The seminar was held on August 24, 2005, in Jaipur. The objectives of the seminar were:

- to take stock of various aspects of the NCMP, with emphasis on issues relating to economic reforms and development;
- to discuss concerns and necessary actions of different stakeholders for achieving better coherence between policy formulation and implementation; and
- to contribute towards a networking platform to stakeholders in order to discuss issues of mutual interests and build partnership between and among different stakeholders.

NCMP of the United Progressive Alliance Government has covered all relevant issues for India's development with employment generation and poverty reduction. It is a good initiative that highlights the main priorities, policies and programmes of the Government. However, unless attention is paid on issues of economic governance at the grassroots, its outcome may be far from what is promised. Hence, the above-mentioned seminar focused on the economic issues covered under the NCMP. Pradeep S. Mehta, Secretary General CUTS and TCA Srinivas Raghavan, Senior Journalist of *Business Standard* made introductory remarks and statements along with other CUTS staff. Dr. Ashok Bapna and Dr. Arbind Sinha also made statements facilitating the group discussions.

Meeting of the Advisory Committee

Second meeting of the advisory committee of CART was held on July 6, 2005 in CART, under the chairmanship of Prof. V.S. Vyas. Seven members participated in the meeting. Strategic plan of CART (2004-08) and critical issues were presented before the committee and the meeting made a number of suggestions. In addition to the members, the staff of CART also attended the meeting.



Rational Use of Drugs (RuD)

CUTS-CART is implementing a project on Rational Use of Drugs (RuD) in Rajasthan in partnership with CUTS Calcutta Resource Centre (CUTS-CRC) with the support of World Health Organisation (WHO). Under the project, two public interfaces were held on September 25 & 28, 2005 at Bikaner and Phagi (Jaipur) respectively. Two more public interfaces are scheduled to be held in October. The main campaign under the project will be held on November 25, 2005.

Power Workshops at Nodal-Circles

The second and third circle-level training programmes under the second phase of the CUTS-Friedrich Ebert Stiftung Project on 'Involvement of Consumer in the Power Sector Reforms in Rajasthan' were organised at Kota and Alwar on July 16 & 23, 2005 respectively. The fourth circle-level workshop was held at Phagi (Jaipur) on August 13 and the fifth workshop was held in Jalore, on September 10, 2005. In all the programmes, sessions on capacity building in power reforms, awareness regarding the power reforms, power tariff settings, role of consumer organisations in power reforms were dealt with. Officials of the Discoms and the representatives of various consumer groups attended the workshops. All the events were well organised, well attended and well covered by the media also. The discussions were also live. The circle-level training workshops will continue till April 2006.

REPRESENTATIONS

Product Safety

George Cheriyan of CUTS attended the National Product Safety Seminar held in Chennai, on July 7, 2005 organised by CONCERT in collaboration with the Department of Consumer Affairs, Government of India. George also attended the meeting of the committee to formulate National Consumer Policy held in Chennai on July 7, along with the seminar.

Improving Service Delivery

K.C. Sharma of CUTS represented CUTS in the workshop on 'Improving Service Delivery and Role of NGOs' organised by the Ministry of Personnel, Public Grievances and Pensions in association with Tata Consultancy Services Ltd. at India Habitat Centre, New Delhi on July 15, 2005. Suresh Pachouri, Minister of State for Personnel, Public Grievances and Pensions, GoI delivered the Keynote address.

People's Summit on Poverty

Smriti of CUTS attended the Asia Level People's Summit on Poverty held in Delhi, on September 3 & 4, 2005 in the backdrop of the UN Review Summit.

Effective Communication

R.K. Sharma along with Vinayak Pandey of CUTS attended a two-day workshop on 'Effective Communication-Internal and External' on July 15 & 16, 2005 organised by the Times Foundation & Schumacher Centre Delhi (SDC) in Delhi.

Safety on Rural Roads

Dharmendra Chaturvedi of CUTS attended the Asia Regional Meeting and the workshop on 'Safety on Rural Roads' held at the Birla Institute of Technology & Science (BITS), Pilani on September 12, 2005.

EC 'Quality Review Workshop'

George Cheriyan participated in the 'Quality Review Workshop' of the EC-Rajasthan State Partnership Programme held at SMS Convention Centre on July 12, 2005 organised by the European Commission and the Government of Rajasthan.

National Convention of CCC

Representing CUTS, Deepak Saxena attended the 4th National Convention of Consumer Coordination Council (CCC) at Delhi, on July 30 & 31, 2005.

Meeting with Investor Associations

Indian Institute of Capital Markets (IICM) organised an interactive meeting with the investor associations registered with IEPF, MCA, GoI in Mumbai, on August 27, 2005. Komal Anand, Secretary, MCA and Y S Malik, Joint Secretary, MCA spoke about IEPF and its programmes. Representing CUTS, Deepak Saxena attended the meeting.

UNICEF Brain-Storming Session

As part of forming a Knowledge Community on Child in India (KCCI) United Nations Children's Fund (UNICEF)-Rajasthan organised a brain storming session at Country Inn, Jaipur on August 12, 2005. George Cheriyan attended the session.

Closing Development Gap

The World Bank Team made a presentation on the draft Economic Report of Rajasthan titled 'Closing Development Gap', at the Secretariat Conference hall, on August 12, 2005. George Cheriyan along with Vinayak Pandey attended the presentation.

MEETINGS WITH GOVERNMENT / DONOR AGENCIES

- George Cheriyan of CUTS and Tamara Lordkipanidze of CUTS-LRC met Prabodh Bhambal, Programme Officer – Health, Aga Khan Foundation in his office in New Delhi, on July 11, 2005 and discussed about the possibility of availing funds for community fund proposal.
- George Cheriyan and Tamara met Ashutosh JHA, Adviser- NGO Co-financing, Development Cooperation, Delegation of the European Commission to India in Delhi, on July 11, 2005, and discussed availing funds under the Non-government Organisation (NGO) Co-financing Budget line.
- George Cheriyan and K.C. Sharma met M.K. Khanna, Principal Secretary, Rural Development & Panchayati Raj, GoR on August 4, 2005 and briefed him about the plans to do a PETS on Mid-day Meal Scheme MDMS.
- Dharmendra Chaturvedi and Smriti of CUTS met Alka Kala (Principal

Secretary, DWCD), Asha Singh (Principal Secretary, Social Welfare) and Siya Ram Meena (Secretary, Labour) on September 22, 2005 to brief about the progress of CDW project.

- Franck Wiebe, Chief Economist, Asia Foundation visited CUTS on September 24, 2005. George Cheriyan and staff of CUTS met him.
- George Cheriyan and K.C. Sharma met C.K. Mathew, Principal Secretary, Education, GoR on August 4, 2005 and had discussions on CDWs project and the project on Public Expenditure Tracking Survey (PETS) on Mid-day Meal Scheme (MDMS).
- George Cheriyan met Madhumita Gupta, Senior Economist & Deputy Director, Office of Programme Development & Economic Growth, United States Agency for International Development (USAID), New Delhi on July 12, 2005, in Jaipur.

VISITS

- Deepak Saxena visited three different Government of India Ministries-Model Concession Agreement (MCA), Ministry of Road Transport and Highways (MoRTH) & Department of Consumer Affairs (DoCA) on August 1, 2005 to have an update of CART proposals already pending with them.
- Manfred Haack and Renate Tenbusch from FES, India and Marei John from FES, HQ, Berlin visited CUTS to take stock of the status of the ongoing projects/programmes supported by FES. George Cheriyan and Deepak Saxena met the team.
- Dr Jean-Joseph Boillot, Financial Counsellor for India & South Asia at the French Embassy in Delhi visited CUTS Centres in Jaipur, on August 16, 2005.
- Madhavi Joshi (Sr. Programme Coordinator, CEE & UNDP/GEF/SGP, Ahmedabad) a member of CART advisory committee visited CART office on 22 August, 2005 along with Pramod Sharma (Programme Associate, CEE).
- Murty (State Coordinator-Maharashtra, WSP-SA, World Bank) visited CUTS Centre for Human Development (CUTS-CHD), Chittorgarh on August 25, 2005 and CART, Jaipur, on August 26, to finalise the work plan of the PETS project.

FUTURE ACTIVITIES

PROJECTS

PETS on MDMS

CART in partnership with the South Asia Social Accountability Network (SASAnet) of the World Bank will launch a project to conduct a Public Expenditure Tracking Survey (PETS) on the Mid-day Meal Scheme (MDMS) in Rajasthan. The project is for a period of six months from October 2005 to March 2006. The project will look at the scheme and expenditure at the Rajasthan state-level, with special focus on Chittorgarh district for an in-depth analysis. Centre for Good Governance (CGG), Hyderabad and Public Affairs Centre (PAC), Bangalore will provide technical assistance for finalisation of PETS tools and for the effective implementation of the project. Project launch meeting is scheduled on October 21, 2005.

EVENTS

Poster and Painting Competition

As part of the on going project on Child Domestic Workers in partnership with Save the Children (UK), a state level poster and painting competition will be organised Youth Hostel, in Jaipur, on the theme 'Hum Bhi Bachche Hain' on October 17, 2005 followed by a public awareness programme. Students from various schools in Jaipur will participate in the event.

Samvaad on Land and Water Management

As part of the ongoing CUTS project on 'Land and Water Management leading towards Bio-diversity Conservation' in partnership with UNDP/GEF Small Grants Programme, and in association with Centre for Environment Education (CEE), Ahmedabad, CUTS will organise a two days Samvaad on 'Land and Water Management for Sustainable Development' in Jaipur, on October 26 & 27, 2005.

Hunger & Food Security

CART is part of the UNV-WIDER Project on 'Hunger & Food Security'. George Cheriyan will participate in the second project meeting to be held in Helsinki, Finland on October 12-14, 2005 and present a research paper on 'Enforcing Right to Food in India: Bottlenecks in delivering the expected outcomes' (focusing on corruption and the resultant failure of various welfare schemes).

PUBLICATIONS



Retreat

CUTS main retreat was held on July 8-10, 2005 at Hotel Trident, Jaipur. George Cheriyan and Deepak Saxena represented CART in the retreat and made a presentation on the Centre's strategic plan (2004-08) and critical issues. Post mini retreat of the Centre was held on July 20, 2005.

Articles

The following articles written by George Cheriyan were published in the Hindustan Times (Jaipur Live)

- 'Children deprived of their childhood', August 8, 2005
- 'Poverty must be eliminated soon', September 12, 2005

CART IN MEDIA

