

## About CART

Established in 1996, CUTS CART is pursuing the cause of common consumers, initially being undertaken by CUTS as the mandate. The programmes of the Centre are primarily aimed at generating awareness, creating more responsible society and encouraging changes at the policy level by advocating with the government machinery and sensitising it to its issues of concern to the common man. The Centre has spearheaded several campaigns and pioneered consumer empowerment.

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

D-222, Bhaskar Marg, Bani Park,  
Jaipur 302 016, India  
Ph: 91.141.513 3259, 228 2821  
Fx: 91.141.401 5395, 228 2485  
Email: [cart@cuts.org](mailto:cart@cuts.org)  
Website:  
[www.cuts-international.org](http://www.cuts-international.org)

## Outcome Mapping

### *A Realistic Alternative for Planning and Evaluation*

Outcome mapping is an integrated participatory planning, monitoring and evaluation methodology that looks at both development results as well as the internal performance. It differs from traditional metrics in that it does not focus on measuring deliverables and its effects on primary beneficiaries but on behavioural change exhibited by secondary beneficiaries.

The key difference between outcome mapping and most other project evaluation systems is its approach to the problem that a project's direct influence over a community only lasts for as long as the project is running, and developing agencies have difficulty in attributing resultant change in those communities directly to the actions of the project itself. The outcome mapping approach is to focus less on the direct deliverables of the project and more on the behavioural changes in peripheral parties (boundary partners) affected by the project. Thus, an outcome mapped programme/project will focus less on the project's actual progress and more on its influence (both deliberate and unintended) during the project's progression.

Taking into consideration the importance of OM methodology, CUTS jointly with the Overseas Development Institute (ODI), London organised a public event on Outcome Mapping in Jaipur, Rajasthan on February 18, 2011. Terry Smutylo, Founder and Former Director, Evaluation Unit, International Development Research Centre (IDRC), Canada and one of the principal authors of the OM methodology and Simon Hearn, Research Officer, ODI and George Cheriyan, Director, CUTS were the key speakers



Participants were provided an opportunity to reflect how OM could benefit them. Terry described few major concepts of outcome mapping and provided space to the participants to come out with their reflections. Answering to the queries raised by the participants, he said that OM can be introduced at any point of time in a project and utilised for better planning, monitoring and evaluation.

According to the speakers, OM puts people and learning first and expects unexpected changes at the source of invasion. OM is being used as tool as development professionals around the world because it helps them systematically and realistically capture the richness of what is occurring in their project and bring stakeholders into the planning monitoring and evaluation process. Participants found the concept extremely useful and provided positive feedback to the resource persons.

George Cheriyan in his introductory remarks stated that OM mainly focuses on changes in the behaviour of direct partners as outcomes, and assesses the contribution of direct partners to the achievement of outcomes in relation to the broader development context. He further said that the methodology is extremely flexible, adaptable, participatory and complementary and hence various components of OM can be easily exported in any other methodology or vice versa. Om Prakash Arya, Project Coordinator, CUTS, summed up the deliberations and proposed a vote of thanks.

Earlier CUTS jointly with ODI organised a three-day workshop in Jaipur on 'Outcome Mapping for Programme and Project Planning' in which more than 21 participants participated.

## Fair Financial Services Still a Dream in India

Financial experts and bankers who assessed the status of consumer protection in the financial sector, in a public event organised by CUTS to mark the World Consumer Rights Day-2011, have termed access and affordability of financial services still a dream in India.

George Cheriyan laid stress on the financial inclusion of poor, migrated, disadvantaged and marginalised people, who struggle to open a bank account due to absence of a proper identification or address proof. He referred to a study conducted in 2009 which says that only 13 percent people use ATM & Debit cards and 10 percent of them possess life insurance in this country.

Speaking on the occasion, Reserve Bank of India (RBI) Jaipur circle General Manager S N Panda emphasised on the problem of poor awareness and accessibility among consumers about the banking sector. He mentioned various initiatives being taken by the RBI in generating financial literacy.

K Sundari, Deputy General Manager, Office of Banking Ombudsman, Jaipur provided an overview of Banking



Ombudsman and mechanism of seeking redressal through it. She also briefed the participants about fairness in financial services and requested RBI to intervene in case of financial abuses.

Justice Vinod Shankar Dave, former Chairman, Rajasthan State Consumer Disputes Redressal Commission shared his personal and professional

experience of legal field and emphasised on behavioural aspects of consumer and service provider relationship and constraints due to ignorance.

S N Senapati, AGM, Banking Ombudsman Office laid importance on roles of regulatory bodies such as Securities and Exchange Board of India, Insurance Regulatory Development Authority & RBI. He briefed about fairness and transparency in contracts in relation to availability, accessibility and affordability of services rendered to consumers.

Deepak Saxena, Programme Office, CUTS delivered the welcome address and Amarjeet Singh proposed the vote of thanks. Representatives of civil society organisations (CSOs), banks and media attended the event.

## Action Learning on Social Accountability in Vietnam

Oxfam GB recognises *governance* as an important element to enable the poorest, most marginalised, and vulnerable women and men to claim their rights and access quality services and economic opportunities. In order to strengthen this governance strategy in the East Asian region, OGB in the region has chosen Vietnam as the 'test lab' to implement the social accountability (SAC) approaches and tools on the ground. In this context, an 'Action Learning to Implement Social Accountability in Monitoring the Performance of Government of Vietnam' was organised in Hanoi, during March 01-03, 2011. The objectives of the training facilitated by George Cheriyan under a consultancy agreement were to:

- introduce governance and SAC concept and tools for OGB partners in Vietnam;
- make understand SAC tools applicable for the Vietnamese context especially on participatory performance monitoring (citizen report cards, community score cards and other relevant tools); and
- develop an action plan to implement the participatory performance monitoring into practice.

The participants were OGB partners, i.e. selected representatives from People's Council, People's Committee, Fatherland Union Front and key staffs from OGB.

The training commenced with opening remarks by Le Kim Dung, Interim Country Director, OGB-Vietnam which was



followed by a session on 'An Introduction about the Social Accountability Programme of OGB-Vietnam' by Truong Thu Huyen, Programme Coordinator & Head, Right to be Heard Programme, OGB-Vietnam.

George facilitated sessions on governance and accountability and introduced various SAC tools. As an outcome, an applicative participative performance monitoring tool, which can be used by the People's Council and Fatherland Union Front to monitor the government performance was evolved. An action plan to conduct the performance monitoring in the Bac Ai district of Ninh Thuan Province, Vietnam was prepared.



## Developing a Culture of Governance and Accountability

Three divisional level training workshops on Community Score Card under the project 'Developing a culture of good governance and accountability in the state of Rajasthan, India through involving CSOs and building their capacity with a focus on improving the public expenditure outcomes', were organised during January-March 2011. The training for network organisations of Udaipur and Kota division was conducted in Chittorgarh during January 10-13, 2011 which was attended by 23 participants; training for Jodhpur division was conducted in Jodhpur during February 02-05, 2011 which was attended by 13 participants; and training for Bikaner division was conducted in Churu during March 07-10, 2011 which was attended by 10 participants.



## Mainstreaming Disability in Development in Rajasthan



The Centre with the support of the Sightsavers is implementing a project on 'Mainstreaming Disability in Development in Rajasthan'. Under the intervention, a total of seven sensitisation workshops were organised during January-March 2011 with the objective of sensitising the field functionaries and officials of selected organisations. In all the workshops Prasanna Kumar Pincha, Special Rapporteur, National Human Rights Commission, New Delhi was the resource person. These workshops were held in Jaipur, Chittorgarh, Banswara and Ajmer districts respectively.

## National Environment Awareness Campaign

As part of the National Environment Awareness Campaign 2010-11, a state level post proposal workshop on the theme 'Bio-Diversity' was organised in Jaipur, on March 14, 2011. More than 200 partnering organisations from all over Rajasthan attended the workshop. Dharmendra Chaturvedi welcomed all participants and briefed them about the activities, time frame, documentation etc. of the campaign. Amar Deep Singh made a power point presentation on the theme 'Bio-diversity Conservation'. George Cheriyan shed light on the importance of NEAC and its theme. An exhibition was also arranged which was appreciated by the participants.



## Securities and Market Awareness Campaign

Two Securities and Market Awareness Campaign (SMAC) workshops with the support of Securities & Exchange Board of India were organised in Bari (Dholpur) on January 18, 2011; and in Phagi (Jaipur) on January 24, 2011 respectively.

More than 30 participants attended the Dholpur workshop. Amar Nalwani, Deputy General Manager, SEBI, Ahmedabad; and Shayam Rao, Assistant General Manager, SEBI, Ahmedabad were present on the occasion. More



than 120 participants attended the Jaipur workshop. G P Garg, Chief General Manager, SEBI made a presentation on financial management.

Another SMAC workshop was organised Bhanpurkalan (Jaipur), on February 21, 2011. More than 110 participants attended the workshop. Manish Kothiwala made a presentation on financial planning.

## Meeting of the Monitoring Committee of GRANIRCA

The first meeting of the monitoring committee of the project entitled 'Grassroots Reachout & Networking in Rajasthan through Consumer Action' (GRANIRCA) was held at the Department of Consumer Affairs (DoCA), New Delhi, on March 12, 2011. G N Sreekumaran (Jt. Secretary, CA) chaired the meeting. The objective of the meeting was to review the progress of activities held under the project during the first year and recommend release of grant for the second year. The GRANIRCA team made an elaborate presentation about the activities of first year and presented the statement of expenditure which was appreciated by the committee.



## REPRESENTATIONS

### Electricity Regulation

Amarjeet Singh participated in the 11<sup>th</sup> meeting of State Advisory Committee of Rajasthan Electricity Regulatory Commission (RERC) at RERC Conference Hall in Jaipur, on January 25, 2011.

### Promoting Healthcare in Rajasthan

Amar Deep Singh participated in a two-day state level workshop on 'Challenges and Opportunities in Promoting Healthcare of Urban Poor in Rajasthan' organised by Institute of Health Management Research (IIHMR), in Jaipur, on January 27-28, 2011.

### Global Adult Tobacco Survey

Amar Deep Singh attended a National Level Dissemination of the Global Adult Tobacco Survey (GATS) 2009 organised by International Institute for Population Sciences, Mumbai and the Ministry of Health & Family Welfare, Government of India, in Jaipur on February 11, 2011.

### Budget Analysis

Om Prakash Arya and Arjun Kant Jha attended a pre-budget workshop organised by Budget Analysis Rajasthan Centre (BARC) with Members of Legislative Assembly, at Pant Krishi Bhawan, in Jaipur, on February 21, 2011.

### Rozgaar Mela

Madhu Sudan Sharma and Dharmendra Chaturvedi participated in a state level Rozgaar Mela (Employment Fair) organised by Mazdoor Kisan Shakti Sangathan, in Jaipur, on February 02, 2011.

### Mobile Testing Lab

Deepak Saxena attended a meeting at the residence of the Chief Minister on February 05, 2011 on the occasion of launch of the mobile testing laboratory for petroleum products.

### Transparency in State Budget

Om Prakash Arya and Madhu Sudan Sharma attended the function to release the fact sheets on Transparency in State Budget, based on a study conducted by BARC with Centre for Budget and Governance Accountability, New Delhi organised by BARC in Jaipur, on March 05, 2011. The study was conducted in 10 states, including Rajasthan.

### Environmental Education

Amar Deep Singh attended a National Consultation Meeting on Environmental Education Awareness and Training Scheme of the Ministry of Environment & Forests (MoEF), Government of India organised by MoEF and the Centre for Environment Education, in New Delhi, on March 17, 2011.

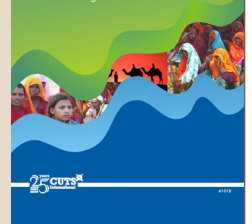
### Consumer Participation in Standardisation

Amar Deep Singh attended a two-day 'Training Workshop on Effective Consumer Participation in Standardisation' organised by Deutsche Gesellschaft für Internationale Zusammenarbeit and DoCA, Government of India in Noida, on March 17-18, 2011.

### Publication

An RTI Toolkit entitled 'Model Framework for Replication: Usages of RTI in Rural Rajasthan' was published under the project 'Reforming the processes in the Rural Development Department through policy and civic engagement, based on RTI Act 2005, in Rajasthan, India' (RePoRDD) in collaboration with Partnership for Transparency Fund (PTF).

Model Framework for Replication: Usages of RTI in Rural Rajasthan, India  
Enhancing Transparency and Reforming the Processes



### CART IN MEDIA

