

**INDIAN CONSUMERS IN THE NEW AGE: A FORWARD LOOKING
AGENDA TO ADDRESS THE CONCERNS OF THE COMMON PEOPLE**

(ConsumersUp Project)

India has been pioneer in consumer protection, it has Consumer Protection Act, 1986 to provide not only easy and quick redressal of consumers' grievances but also it is a mechanism to promote and protect their interests. Now this Act is attained its Silver Jubilee. There is need of Consumer Protection Policy to address unfair, restrictive and monopoly trade practices. Some emerging issues, challenges, concerns of common men and new generation need immediate attention. Department of Consumer Affairs, Government of India, under the Consumer Welfare Fund, CUTS International will implement one-year project (ConsumersUp) to take the Indian consumer movement forward.

To have a clear and better understanding about project activities and financial dispersion among State Partners for successful implementation, a partners' cum inception meeting was conducted in CUTS CART on January 12, 2012 in which representatives from all the four state partners participated. The four state partners and their representative are as follows:

1. Citizen's Awareness Group, Chandigarh: Surinder Verma
2. The Janaki Foundation, Ranchi, Jharkhand: Arun Kumar Tiwari and Ashish Kumar
3. Consumer Rights Education & Awareness Trust (CREAT), Karnataka: Y.T. Rajesh
4. Consumer Protection Association, Tripura: Simul Ranjan Chaudhuri

In the meeting, a detailed discussion about the project was held and the formal signing of Memorandum of Agreement (MoA) took place between CUTS and the State Partner. For detailed report of the Partners' cum inception meeting, please visit the following link:

http://www.cuts-international.org/CART/ConsumersUp/pdf/Report_Inception_cum_Partners_Meet.pdf