

## **“Rajasthan needs massive campaign on consumer awareness”- Dr. Lalit Mehra**

Jaipur, March 18, 2013.

There is a urgent need of massive campaign on consumer awareness in Rajasthan and this is the best way for protecting consumer rights, said Dr. Lalit Mehra, Principal Secretary, Government of Rajasthan, Department of Food, Civil Supply and Consumer Affairs. Talking about the efforts made by government, he said that Government has issued orders to District Supply Officers and Enforcement Offices in every district to help consumers in their complaints. Principal Secretary was speaking in a Seminar organized by Consumer Unity & Trust Society (CUTS) marking the “World Consumer Rights Day’ which is celebrated on March 15 since 1983 all over the world after historical speech by US President John. F. Canady in American Congress on this day in 1962.

Being member of Consumer International, CUTS had event ‘Consumer Justice Now! in New Delhi and a series of street plays in Jaipur. In continuation to this, CUTS organized a seminar in Hotel Country Inn today.

Other key speakers on the occasion were Ms. Ruth Anna, Programme Director, GIZ, Delhi, Dr. Poonam Pandey, Technical Expert, GIZ, New Delhi, Mr. Amrit Lal Saha, Chairman, Consumer Coordination Council, Ms. S. Saroja, CAG, Chennai and Dr. Keya Ghosh & Mr. George Cheriyan of CUTS International. The seminar was attended more than 75 consumer activists from all districts of Rajasthan and raised their concerns and suggestions. On this occasion, Dr. Lalit Mehra also distributed awards to GRANIRCA district partners and some consumer activists.

Mr. Saha demanded to strengthen consumer organisation like CUTS, who have proved its strength and efficiency. Ms. Ruth Anna highlighted the need of data in the digital age of communication and commerce.

Mr. Cheriyan spoke about the background of the World Consumer Rights Day and on the theme of ‘Consumer Justice Now!’ He raised issue of not having any consumer policy at national and state level and not constitution of State Consumer Protection Council in Rajasthan.

Senior journalist Mr. Rajendra Prasad Bora said that collective action by the government and consumer organisations is the key step towards ensuring consumer justice. Mr. Deepak Saxena of CUTS facilitated the proceedings and Mr. Amarjeet Singh summed up the discussion while thanking all the participants and ensured the participants for taking up the issues in interest of consumers.

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*For more information please contact:*

**Deepak Saxena (+91- 9351366827)/ Amarjeet Singh (+91-9829015812)**

CUTS Center for Consumer Action, Research & Training (CUTS- CART

277, Sindhi Colony, Bhaskar Marg, Bani Park

Jaipur 302 016, India

Ph: 91.141.2282 062, 2282 823/2282 482