

## **George Cheriyan, Director, CUTS elected to Global Consumer Council**

George Cheriyan, Director of Jaipur based consumer advocacy group Consumer Unity & Trust Society (CUTS) is elected to the Consumers International Council, in the General Assembly held in Brasilia, capital city of Brazil.

Consumers International (CI) headquartered in London is the world federation of consumer groups that serves as the only independent and authoritative global voice for consumers having over 240 Member organisations in 120 countries. In addition to the President, 13 members from across the region are elected to the council.

George who also Heads, CUTS Centre for Consumer Action Research & Training (CART), since 2003, was awarded the prestigious Rodha Karpatkin International Consumer Award in 2013 by American Council on Consumer Interests (ACCI), for significant contributions to the welfare of consumers on the international stage.

George earlier served as a member of Consumers International (CI) international expert group on 'financial services' and 'Consumers in the Digital Age', and was actively involved in CI's campaign on financial services, especially with the G20 countries

He has worked on consumer education and protection at national and international level and made significant contribution to protect the interest of consumers in India and at the international level.

George also was part of the three-member Government of India delegation to the Third Ad Hoc Expert Group Meeting on revision of United Nations Guidelines on Consumer Protection (UNGCP) organised by UNCTAD in Geneva in January, 2015 and actively participated in the deliberations. He also represented CUTS in Consumers International (CI) international expert groups on 'financial services' and 'Consumers in the Digital Age'.

George is a member of the Central Consumer Protection Council (CCPC) of Government of India, since 2007, a member of the Central Advisory Committee (CAC) of the Food Safety and Standards Authority of India (FSSAI), a member of the Inter Ministerial Monitoring Committee (IMMC) of Government of India on Misleading Advertisements from March 2014 and many other committees.

Consumer Unity & Trust Society (CUTS) is an Indian origin international consumer organisation established in 1983 pursuing social justice and economic equity both within and across borders. CUTS operates out of five programme centres and an advocacy centre in India, and resource centres at Lusaka, Zambia; Nairobi, Kenya; Hanoi, Vietnam; Geneva, Switzerland and Accra, Ghana. CUTS is a member of Consumer International, since March 15, 1990.