

## GRANT IMPLEMENTATION

1. Please describe what has been key accomplishments during the reporting period for this project (April 2019 -Jan 2020)?

1. Partners meeting in Estoril during CI World Congress in April
2. Partners meeting in Chennai in September
3. Small group discussions/Meetings
4. Meeting with District liaison officers-DSO, PCB, PHED, ICDS, CMHO, DEO, AVVNL,
5. Meeting with Sarpanch / Wardpanch / Local councillor/ Representative / Gramsevak / Anganwadi workers / School Heads & teachers / ASHA Health workers / Local Doctor
6. Meeting with Youth group
7. Meeting with SHG group/ women
8. Meeting with Farmer Union group / Men
9. IEC campaign
10. Tin Display board in each community
11. Board game (Snake & Ladder) played in each community
12. Guest lecture during festival / Public meeting (Presenting rewards to quiz /Board game winners) in each community
13. Puppet shows / Street play / Musical folklore in each community
14. Quiz/Activity with women in each community
15. Quiz programme for students in each community
16. CPG Meetings
17. SCC Meetings
18. Washing powder making training
19. Demo for ICS
20. Distribution of LED bulbs
21. Door to door meetings
22. Endline Survey

2. What challenges have you faced in achieving the deliverables? How have you tried to overcome these challenges, and did you succeed?

It was difficult to approach the groups in day time for awareness meetings, because most of them were busy in agriculture work. So we tried to do most of the activities in early morning and evening. Due to rituals prevailing in villages, men and women do not share similar platform, but it was an achievement that we were able to gather men as well women in consumer awareness puppetry show/meetings. During the BCC activities initially, participants could not understand the message propagated through puppet show, but they understood the meaning when they were explained through example. Several changes made in its objectives and implementation of activities, it created confusion among the community and stakeholders which affected our project work, often time gaps in planning and implementation during the project period make challenging to achieve our output/outcomes.

3. Please describe any innovations you have made in order to achieve the deliverables

The activities were conducted so that people become aware about consumer rights and responsibilities. The objective was that people use such products which do not lead to pollution in their houses so that health of children and women is not compromised. Also, the aim was to encourage people to understand their responsibilities and discharge them. Choupal (It is the hub of community life in villages, especially for male inhabitants. In smaller villages, a chaupal can be a simple raised platform that is shaded by a large tree, typically a neem, Banyan or pipal fig tree or in an open space)/Community awareness meetings/ puppetry show in night. Questions were asked from participants in awareness puppetry shows and participants were awarded for giving correct answers. A WhatsApp group was formed so that consumer related information is shared. All participants were administered oath at the end of meeting about consumer rights and that they will discharge of their responsibilities. Events on December 24, 2019 (Natioows / Street play / Musical folklore in each community

14. Quiz/Activity with women in e

<p>4. Have you made any adjustments in the target populations for your project intervention? If so, why?</p>	<p>5. At this stage of work, how many people in the target populations have you reached in terms of raising awareness, number of people who have transformed from having knowledge to action?</p>
<p>Yes, we did adjustment in the targeted population for both School consumer Club and BCC activities.</p>	<p>More than 1500 people comprising children, women and men were made aware about consumer rights and responsibilities. Though people were busy in their daily work but still attended the meetings because of CUTS team contacted people and invited people, which helped in conducting successful meetings.</p>

<p>6. How have people in the target populations input into your work during the reporting period?</p>	<p>7. Please describe how you have achieved the Communications deliverables, where relevant.</p>
<p>Monthly meetings are being organised in closed groups, CPG &amp; SCC, records of consumer complaints is being maintained after meetings, sharing information and updates on social media, maintaining a complaint register in meetings and making efforts to increase participation in awareness activities and constituting permanent resource group at village level. Participants informed that such programmes were not organised in their village and urged that such programmes should be organised on a continuous basis. They said that such programmes help them understanding consumers' rights and take them their benefits. They also said that it was easy for them to understand the issues through street plays, puppet shows, film screening under the awareness activities. Earlier, people did not know about consumer related information and about where to lodge complaint. But, it came to fore in the awareness meeting that awareness level has increased among children, women and men. Now, they know about Consumer Forum and CUTS.</p>	<p>There is a sense of awareness among people after the activities. People have started giving a thought about internal air, electricity and quality of water and safety. People have now started asking about using quality electricity goods, consumer complaint redressal center and process of complaint redressal. People got know about consumer rights. They understood that they were being made aware about the products they purchase almost daily. They were sensitized that they can approach consumer forum and CUTS in case of any fraud committed with them and they should purchase product taking an informed decision.</p>

8. What additional information would you like to add for the reporting period?

It was suggested that such activities are important for poor consumers. They said that it will be better if consumer related problems are solved at village level through CPG. Women and children shy away from going to lodge complaint in city areas. They said that participation in such programmes will increase if they are organised when people in villages are free from their routine schedule. As most of the people in villages do farming and labour work, they move out of their homes early in the morning during crop seasons and return home late in night. Information about door-to-door programme was very helpful for the villagers.

There should also be a facility for consumers in the village where their complaints can be redressed. Consumer awareness meetings should be organised when farmers have usually free from their routine work. People are busy in day time and such meetings should be organised in night. People understand the issues better through folk dramas. Information about programmes should be given through various means, including street play, puppet show, film show, presentation in local language. Information should be given about the daily use products on which consumer rights and responsibilities are printed.