

Overview

Grahak Sahayta Kendra (GSK) is a ONE STOP CENTER catering to a spectrum of services for consumer welfare. It provides bilingual service in English & Hindi through a trained personnel, experienced in counselling, drafting complaints and providing information, who can extend a host of services like information dissemination, counselling, grievance redress, mediation, class action, product testing, capacity building and training and mobilising popular support to the consumer movement. More details at: <https://cuts-cart.org/consumer-support-centre-grahak-sahayta-kendra>.

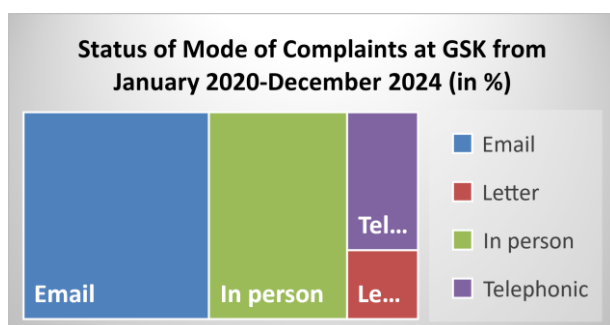
GSK also has an interface to access Government of India's Grievances Against Misleading Advertisements (GAMA) for lodging the grievances of consumers (<https://consumeraffairs.nic.in/consumerinformation/grievance-against-misleading-advertisements-gama>). Any citizen can lodge his/her grievances against Misleading Advertisements by clicking the link. GSK has established collection centres at Bhilwara, Chittorgarh, Pratapgarh, Dausa, Udaipur, Ajmer, Dholpur, Bundi, Jodhpur, Kota, Jhalawar, Bundi, Banswara and Sawai Madhopur, respectively. These centres work as extended arms for Grahak Sahayta Kendra Jaipur, where aggrieved consumers may register their complaints. Similar centres will operate very soon in other cities of Rajasthan as well.

Services Available at Grahak Sahayta Kendra

- Provide advice on consumer protection related issues and complaints.
- Publish books, pamphlets, magazines and other materials on consumer related issues.
- Handle consumer complaints through counselling and conciliation for quick and easy redressal.

Mode of Service Delivery

GSK, launched on September 15, 2015, provides a range of services aimed at empowering consumers. These include offering consumer protection **advice, assisting** with complaints, helping individuals navigate complex issues effectively. The team also publishes books, pamphlets, and other resources to educate the public on various consumer issues. Additionally, GSK facilitates counselling and conciliation services to resolve consumer complaints efficiently and amicably without any legal recourse. If a complaint requires resolution through litigation, GSK provides the names of lawyers, empanelled with GSK. (<https://cuts-cart.org/pdf/Empaneled List of Advocates and Non-Advocates.pdf>), who charge reasonable fees.



Complaint Handling System

In-person: Direct visits to the office.

Online: Submission via email (gsk@cuts.org) in complaint forms ([Hindi](#) / [English](#)).

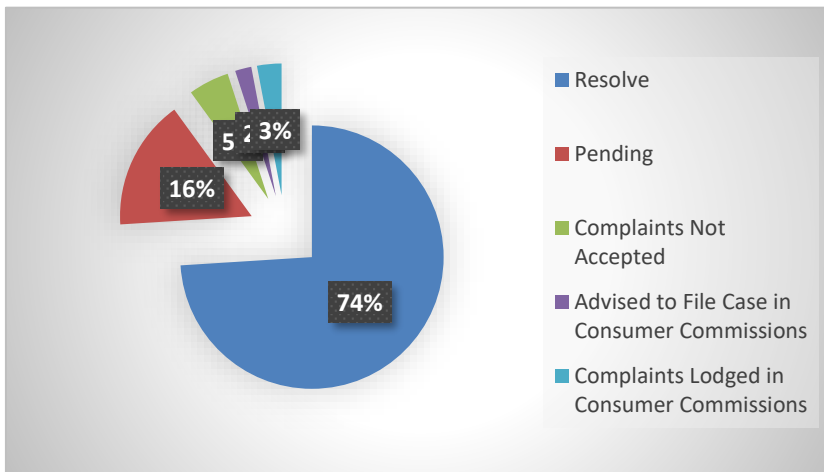
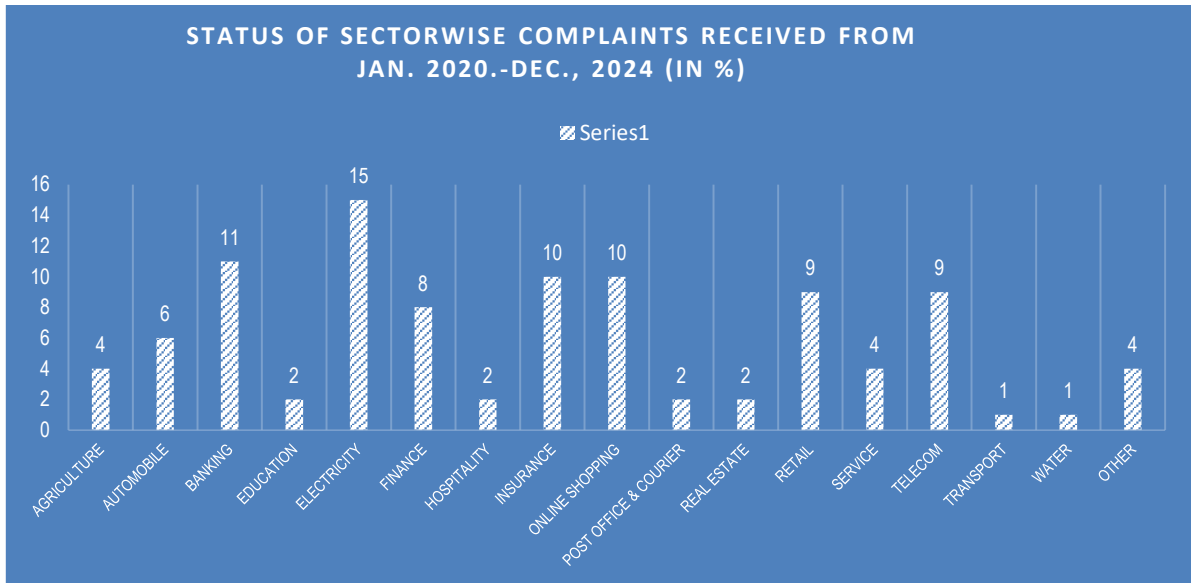
Telephone and Post:

Accessible for broader consumer outreach.

GSK Jaipur manages complaints through its **Complaint Follow-Up (CFU)** mechanism, involving communication with relevant parties, written responses and legal notices, if required.

Overall Performance of GSK Over Last Five Years

GSK has handled consumer complaints across diverse sectors. The performance of GSK over past five years is presented in the graph below:



Success Stories

Over a span of almost nine years, numerous consumer cases have been resolved through the efforts of GST counsellors. Quarterly details of these cases, showcasing GSK's overall performance can be found in the newsletters 'GSK Alert' (<https://cuts-cart.org/consumer-support-centre-grahak-sahayta-kendra/>); 'Catalyst' (<https://cuts-cart.org/catalyst/>) and 'Consumer Dialogue' (<https://cuts-cart.org/e-newsletter/>)

Role of GSK in Other Consumer Awareness Activities

GSK has consistently engaged in activities primarily focussed on consumer awareness. Numerous meetings, seminars and workshops, both at smaller and larger levels, have been organised in Jaipur and various parts of Rajasthan. These events mainly address Consumer Rights, Law and related issues of consumer protection.

Additionally, the GSK team takes the responsibility of organising events on World Consumer Rights Days and National Consumer Day, focusing on specific themes as described. Reports of these activities can be found in *Annual Reports* under the *Activities* section of the webpage. Detailed information about these activities is also available in the newsletters mentioned above.

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

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