

Three Day Training Programme on Capacity Building for the Researchers on Consumer Protection and Consumer Welfare

at

Department of Family and Community Resource Management,

M.S. University of Baroda, Vadodara, Gujarat

(December 26-28, 2012)

The Indian Institute of Public Administration, New Delhi under the Consultancy Project on “Promoting Involvement of Research Institutions, Universities and Colleges in Consumer Protection and Consumer Welfare” in collaboration with Department of Family and Community Resource Management, M.S. University of Baroda, Vadodara, Gujarat organized a 3 Day Training Programme on Capacity Building for Researchers in Consumer Protection and Consumer Welfare from December 26-28, 2012. The programme was sponsored by the Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Government of India. Around thirty-nine participants from various universities and colleges participated in the programme. The objectives of the programme were to: explain the need and importance of Consumer Protection and Welfare; elucidate the basic provisions of the Consumer Protection Act and other legislations having a bearing on Consumer Protection; and clarify basic requirements of qualitative and quantitative research methodology relevant for research in the area of Consumer Protection and Welfare. The basic purpose of the programme was to generate interest in the area among the researchers and to encourage them to take research in various related areas of consumer protection where there exists a gap.



Dignitaries on dais

The programme had twin objectives of motivating researchers to take up research in this area and also to develop trainers who can take the awareness to the masses through involvement of students. The training programme was divided into two parts-one involving inputs on consumer protection and awareness and the other part on research methodology. There were sessions on various issues of consumer protection as well as on qualitative and quantitative techniques.



Dignitaries lighting the lamp



Prof. Uma Joshi, Dean, Faculty of family and Community Science, MS University of Baroda delivering the Welcome Address

The programme began with the Welcome Address by Prof. Uma Joshi, Dean, Faculty of family and Community Science, MS University of Baroda, Vadodara. Welcoming the dignitaries and participants, she said that one of the objectives of the programme is to draw up guidelines for research in the area of consumer protection. It is part of the series of activities and programs undertaken by the department of Consumer Affairs in the area for a number of stakeholders specially to educate housewives and

students. Consumerism is an international phenomenon and consumer is a social order who wants to buy more and more. The behaviour of consumer is affected by social, economic, and many other factors. These all need to be studied to understand better as to how their rights can be protected. This is very important for pioneer department like ours. Such studies will have impact on marketing strategies as well as consumer rights and policies. The deliberations during the workshop will help the department to formulate guidelines for research on the consumer issues.

Prof. Maneesha Shukul, Head, Department of Family and Community Resource Management, introducing the of the workshop said that Liberalisation, Privatisation and Globalisation have thrown challenges for consumers to deal with. This introduced new services and goods in the market making it difficult for the consumers to choice. The research institutes play an important role in educating the consumers



Prof. Maneesha Shukul, Head, Department of Family and Community Resource Management delivering the Introductory Remarks

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also in filling the policy gaps. The Department of FCRM has played an important role and contributed significantly in this area of research as there are more than 40 M.Phil Dissertations and other material has also been developed by the department relating to consumer protection. To generate awareness on the issue the Department has conducted some demonstrations and has also organised poster and slogan making competitions for mass awareness. The objectives

and

of the present program are to facilitate and promote better protection of consumer rights through the involvement of universities and colleges in research in this area. Some areas covered during the three days will provide an overview of the legislative framework, insight into service sectors as well as various aspects of research methodology will also be dealt with. The aim is to develop skills among faculty members and researchers to take up this area for research. The participants will find the program very effective in conducting the research in this area. The program is a part of series of programs to commemorate 150th of Anniversary of MS University.



Dr. Mrunalinidevi Puar, Chancellor, M.S. University of Baroda delivering Inaugural Address

The Programme was inaugurated by Dr. Mrunalinidevi Puar, Chancellor, M.S. University of Baroda. She said that the theme is very apt and relevant for present times especially for educational institutes as they are to develop proper life skills among the new generation. The topic of consumer protection is relevant for all stakeholders whether it is consumer or business. The study of the consumer behaviour is relevant for marketers so that they can provide better services and goods which better suit

the needs of consumer so that he has lesser grievances. Consumer research is to gather information through statistics which can not only be the basis of formulation of strategies at the governmental level but also can guide the consumers to make better purchase. It has also become an important aspect for social sciences. Consumer's satisfaction now needs to be studied in light of rat race among marketers in which they use all sort of unfair trade practices to win over the consumer and the consumer suffers due to lack of information. It is difficult for consumer to judge the quality of the product as goods are complicated and there is information asymmetry. They are also being misled by the ads as these pass on wrong and misleading information about the products and services with the only aim to sell those to consumers. The consumers are uneducated; they lack knowledge about their rights and how to enforce these. They are not aware about the initiatives by the government. Education and awareness can be enhanced by passing information through non- formal education. There is dire need to conduct research to find out the problems of consumers and redressal available to them and the same must be passed on to the public. For that researcher should have in-depth knowledge about research methodology. Besides this they should not come under pressure from any sector. The Department of FCRM has been conducting number of researches and open houses in this area. The workshop will not only help the participants to take up research in the area but also help in guiding students who want to work in the area.

Prof. Pranab Banerji, Professor and Project Director, Consultancy Project, IIPA in Keynote Address said that the Department of Consumer Affairs, Government of India is undertaking a large number of measures for protection of consumers and as a part of it, the Centre for Consumer Studies has been established at IIPA and a Consultancy Project also been given to IIPA. Highlighted the activities of IIPA he said that IIPA established Pandit Jawaharlal Nehru, is apex institute for training, research, and consultancy. It is involved in training government officials not only from India but also from foreign countries. We are presently working only for the government and have not yet opened to private sector. It is also involved in dissemination of information through its various publications in the field of public administration.



Prof. Pranab Banerji, Professor and Project Director, Consultancy Project, IIPA delivering Keynote Address

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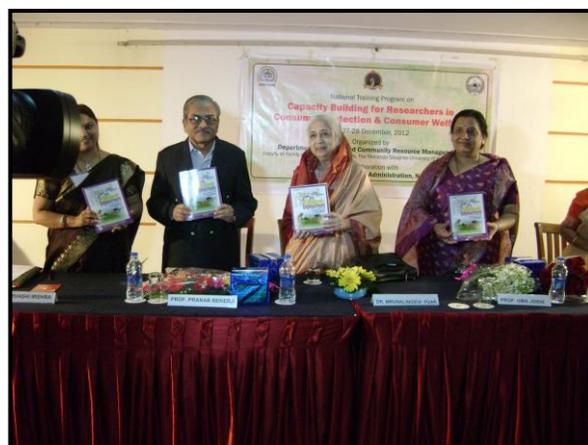
Providing an overview of the Consultancy Project, he said that the objective of the Project is to promote involvement of universities, research institutions and colleges in consumer protection and encourage research among the faculty members. The generation of awareness is one aspect; the other aspect is that people should come out with various studies bringing out different aspects of consumerism. He presented an overview of the Consultancy Project and the various activities conducted under the project. The participants were informed about the scheme in detail. He briefed the participants that the scheme is in two parts – one part is to give grants to the universities/ colleges and research institutions to conduct research in the area of consumer protection and consumer welfare. The other part deals with the capacity building activities among the researches on consumer related issues-laws, policy, service, sector and to disseminate the message among the researchers that grant is available to people interested in the area. This and other activities under the part II of the Consultancy are an effort to generate awareness among the underprivileged groups who are not aware about their rights and suffer in silence. This is the area where lacunae exist and we need to know what are the laws and policies for consumer protection. This program is a stepping stone for the studies that you

would take up in the area and around 35 faculty members from various universities and departments with wider reach and wider connection will no doubt take the message far.

Indian economy is doing very well and at present we are developing at a rate of 5-6 percent whereas other countries are developing at zero or minus rate. This is basically due to increasing purchasing powers and consumption of middle class. There is huge market and huge development opportunity, that's why more and more for MNCs are trying to capture Indian market. FDI is coming here as they would be benefitted by the huge market base available here. Now we are looking not only at larger production but also at the quality and safety aspects of goods. Consumer is becoming more and more important and centre of all economic activities. He is important as he is citizen as well and the protection of citizen is important issue. The consumer is not only beneficiary but also a contributor to the development of economy. Consumer protection is a very wide area and involved many disciplines. It is to be taken from broader perspective of consumer responsibilities and not only as passive beneficiary in the higher production.

Providing an overview of the programme he said that through such programmes we hope of create awareness about different areas and research methods. Research Methodology frightens people everywhere and we hope to make it simple and practical oriented. Our task is to motivate people to take up research in the area and get more involvement and understand the matter. The training programme has been divided into two parts-one involving inputs on consumer protection and awareness and the other part on research methodology. Hence there are sessions on various issues of consumer protection as well as on qualitative and quantitative techniques in two part – first we conduct Capacity Building programme for the Researchers in which issue related to Research methodology and consumer protection are incorporated. The idea is to equip and encourage the participants to conduct the research in the area of consumer protection. Second part is for funding. The programme is just to give a practical approach to research methodology to young researchers which are familiar with research methodology. We also provide an overview of the scheme and who can apply for the research. The idea is to encourage faculty members to come out with short term research studies on consumer issues which are of one year duration. Consumer besides being a consumer, is a citizen, he is person belonging to world. Welfare of people as consumers will ultimately lead to welfare of citizenry

and make the world a better place to live. There are number of topics on which research can be taken up like sustainable consumption, financial frauds etc. The idea is also to develop a critical mass of people working in the area who can interact on the issue in different forces.



On the occasion Training Manual “Consumer Empowerment: A Resource Manual for Finance Management for Rural Women” by Dr. Urvashi Pande published under the Consultancy Project was also released by Chancellor, M.S. University Baroda.

The programme was divided into two parts-one involving inputs on consumer protection and awareness and the other part on research methodology. Hence there were sessions on various issues of consumer protection as well as on qualitative and quantitative techniques. In the session on



Prof. Suresh Misra, IIPA delivering the session on Consumer Protection

Introduction to Consumer Protection by Prof. Suresh Misra, IIPA highlighted the need and importance of consumer protection and traced the development of consumer rights nationally and internationally. Dr. Sapna Chadah, IIPA speaking on “Consumer Protection Act” elaborated on some important provisions of the Act with the help of decided case laws of the SC and NCDRC. She also explained the working of the three tier redressal mechanism under the Act. In the session on “Research in Social Sciences: Issues & Challenges”, Dr. Uma Joshi said that Social Science Research (SSR) focuses on complex issues involving cultural legal, economic and political phenomenon. It has made significant contributions on issues take gender, environment etc. and brought out new issues is agendas for debate. She also highlighted some of the issues faced by the researchers like security of subject, ethical standard, reliability of data, permission from the government or agency to do research and regulation for conducting a type of research. She emphasised on certain issues which need to be done in the SSR and challenge for SSR.

In the session on “Qualitative Research Methods for Consumer Protection and Consumer Welfare”, Prof Pranab Banerji, IIPA highlighted the need and importance of research. He said that research can be used for many purposes. It adds to knowledge and is used to evaluate the implementation of the programs, company may like to research for monetary purpose/ profit, research is also used for advocacy purposes. Research may be exploratory, evaluative, descriptive and explanatory. He explained the various steps involved in the research. He also explained the technique used for sampling, data collection and data collection and their applicability to consumer research. Prof. Suresh Misra speaking on “Need for Consumer Education and Awareness” explained the concept of consumer education, its importance and how it has to be carried out. He also shared information on standardisation and other aspects relating to consumer education. There were also sessions on Medical Negligence and Consumer by Dr. Sapna Chadah; Qualitative Research Methods for CPCW by Prof. Pranab Banerji; Hypothesis Testing by Prof. Srivastava; Ethics in Social Science Research by Dr. Sandhya Barge.



One of the participants presenting a presentation on Misleading Advertisement

In session on Preparation for Workshop in Relation to CPCW by Prof. Maneesha Shukul and Dr. Urvashi Mishra the participants were divided into groups and they were told to explain the different research methods with the help of demonstration. Besides this there were sessions on Computer Application (SPSS) by Prof. Kalmakar and Misleading Advertisement and Consumer by Prof. Archana Bhatnagar. In session on Consumer Research Design Prof. Pranab Banerji, Prof. Suresh Misra, and Dr. Sapna Chadah explained the guidelines under the consultancy project and the procedure followed. The participants were also told about various topics on which research has been done and what are the areas they can select. An important aspect of any project is report writing which was dealt in "Preparing Project Proposal and Report Writing for Consumer Research" by Prof. Pranab Banerji.



Dignitaries during Valedictory Session



Prof. R.G. Kothari, Dean, Faculty of Education and Psychology, the M. S. University of Baroda delivering the Valedictory Address

In the concluding session the Valedictory Address was delivered by Prof. R.G. Kothari, Dean, Faculty of Education and Psychology, the M. S. University of Baroda, Vadodara and Former Vice-Chancellor, Veer Narmad South Gujarat University, Surat. He said that Research has generated from the man's need. Basic function of research is to generate knowledge to solve problems and to find out functional relationship between the variables. There should not be isolation between teaching and research. These two are related and people in teaching must engage in research. The purpose for conducting research is of vital importance before you take up research and prior literature review must be done to find out the research gaps. Review is required for identification of the problem during the research and discussion of the problem.

Unethical things are also rampant among the researchers which need to be controlled. Further the researcher has to be very careful in processing and reporting. In the process part sampling has to be carefully done so as decide which technique is to be followed. References of all the sources both primary and secondary sources should be properly and meticulously done. The quality of the research must be maintained by making some positive contribution to

knowledge. The proper conducting of the research is also very important for reaching the correct results.

The programme ended with Vote of thank by Prof. Suresh Misra, Co-Project Coordinator, Consultancy Project.

Views/Opinions of the participants on different aspects of the Training Programme are analysed and presented below: (21 Participants responded)

1. Please rate the structure and organization of the Course.

Very Well structured	Well structured	Somewhat un-structured	Very un-structured
10	11	-	-

2. How useful is the training to you immediately in your job?

Very useful	Quite useful	Of limited use	Not at all useful
12	8	1	-

3. How useful is the training likely to be in future jobs that you may handle?

Very useful	Quite useful	Of limited use	Not at all useful
12	8	1	-

4. How far have you been benefited from interaction with the fellow participants of the course?

Extremely	Considerably	Fairly	Not at all
5	14	2	-

5. How far was the course material supplied relevant and related to the course content?

Extremely relevant	Considerably relevant	Fairly relevant	Not at all relevant	NC
17	4	-	-	-

6. To what extent are you satisfied with the following?

	Satisfied fully	Satisfied to a large extent	Satisfied to a limited extent	Not satisfied at all	NC/NA
a. Reception	15	5	-	-	1
b. Residential accommodation	7	4	-	-	10
c. Food quality and service	15	4	2	-	-
d. Class room Facilities	13	3	3	-	2
e. Interaction with the Faculty	14	4	1	-	2
f. Recreation Facilities	7	1		-	13

7. Assessment of Training Faculty/sessions (21 Participants responded)

Sl. No.	Topic	Name of Speaker	Assessment				
			Excellent	Very Good	Good	Fair	NC
1.	Introduction to Consumer Protection	Suresh Misra	9	10	-	-	2
2.	Consumer Protection Act	Sapna Chadah	11	9	-	-	1
3.	Research in Social Sciences: Issues & Challenges	Uma Joshi	8	7	3	2	1
4.	Qualitative Research Methods for CPCW	Pranab Banerji	13	4	1	-	3
5.	Need for Consumer Education and Awareness	Suresh Misra	11	6	1	1	2

6.	Medical Negligence and Consumer	Sapna Chadah	10	7	2	-	2
7.	Qualitative Research Methods for CPCW	Pranab Banerji	14	2	3	-	2
8.	Ethics in Social Science Research	Sandhya Barge	9	4	2	2	4
9.	Preparation for Workshop in Relation to CPCW	Maneesha Shukul Urvashi Mishra	10	7	1	-	3
10.	Presentation of Group Work	Maneesha Shukul Urvashi Mishra	8	8	2	-	3
11.	Computer Application (SPSS)	Kalmakar	11	5	2	1	2
12.	Misleading Advertisement and Consumer	Archana Bhatnagar	10	6	3	-	2
13.	Consumer Research Design	Pranab Banerji Suresh Misra Sapna Chadah	10	5	2	-	4
14.	Preparing Project Proposal and Report Writing for Consumer Research	Pranab Banerji	10	5	2	-	4

8. Which parts of the course did you find most helpful?

1.	Research Methodology	12
2.	Research Design	5
3.	Hypothesis Testing	5
4.	Ethics in SSR	4

5.	Consumer Protection Act	3
6.	Computer Application & SPSS	3
7.	All	2
8.	Consumer Education and Awareness	2
9.	Presentation of Group Work	2
10.	Proposal Writing	1
11.	Research in Social Sciences	1
12.	Medical Negligence	1

9. Which parts of the course did you find least helpful?

1.	None	4
2.	Medical Negligence	1
3.	Computer Application	1
4.	Consumer Protection	1

10 Your overall impression of the course

Excellent	Very Good	Good	Fair	NC
10	9	2	-	-

11 Did the course give you any specific ideas about how you can improve your work?

Yes	No	NC
21	-	-

- Provided an overview of research methods and framing research design.
- Will be able to apply appropriate design and techniques in future.
- Information regarding ethics in SSR and preparing questionnaire was useful.
- Will also be very helpful for college teaching and research.
- Gained knowledge on hypothesis formulation and testing.
- Information regarding the research and statistics was very important.
- Enhanced knowledge and skill on research methods with regard to consumer protection and welfare.

12. Any other Comments/ Observations you wish to make about the Course.

- ⌘ Very informative course.
- ⌘ Content were easy to understand and well presented
- ⌘ Well organised programme.
- ⌘ Very fruitful programme.
- ⌘ The training programme was very informative and all the topics were well explained.
- ⌘ More time should be given to certain topics like hypothesis testing, SPSS.
- ⌘ Some prophase work should be assigned to the participants for training need analysis.
- ⌘ Duration of the programme should be for five days.

We would like to place on record the practice followed in the Indian Institute of Public Administration to give due consideration to the views/suggestions of the participants in regard to the course contents and design of the programme at the time of restructuring the training programme. The views/comments of the participants, therefore, will certainly be considered next time, while designing the programme.

The report would be incomplete, if we do not record our appreciation to the Faculty, Officers and staff of with Department of Family and Community Resource Management, M.S. University of Baroda, Vadodara, Gujarat for their help in organising the Training Programme. However, Maneesha Shukul, Dr. Urvashi Mishra and their colleagues deserve special mention for their support.

We would also like to take this opportunity to acknowledge our thanks to Shri U.C. Agarwal, Director, IIPA for his guidance, encouragement and pro-active interest. The Secretary, Additional Secretary and Joint Secretary, Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Government of India, deserve special thanks for sponsoring the Centre for Consumer Studies and the Consultancy Project and reposing confidence and trust in the Indian Institute of Public Administration, New Delhi.

(Suresh Misra)

(Pranab Banerji)

Programme Coordinators