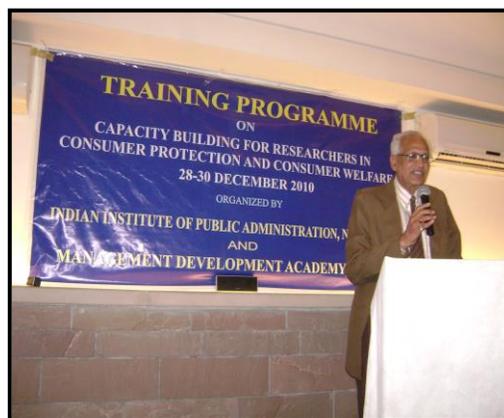


**Three Day Training Programme on Capacity Building for the
Researchers on Consumer Protection and Consumer Welfare at
Jaipur, (Rajasthan)**

(December 28-30, 2010)

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 Management Development Academy, Jaipur (Rajasthan) organized a **3 Day Training Programme on Capacity Building for Researchers in Consumer Protection and Consumer Welfare** from **December 28 – 30, 2010**. The programme was sponsored by the Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Government of India. Forty participants from various universities and colleges in Rajasthan 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.

In the inaugural session Prof. Ramesh Management Development Academy and the Programme Directors, welcomed the dignitaries and participants and briefed them the programme objectives, contents and the expectations from each participant. He highlighted the objectives and importance of such type of programme. The idea of having training programme is to integrate research



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Prof. Ramesh Arora welcoming the dignitaries

methodology with consumer protection and to use research techniques to peep into the consumer aspects. He gave a brief introduction of the project and the training programme organized by IIPA and MDA jointly. The participants also provided a brief introduction about themselves. While introducing themselves, they provided information about their institution, educational qualification, work experience and the areas in which they are presently working.



Prof. Pranab Banerji presenting an overview

Prof. Pranab Banerji, Project Director, Consultancy Project, IIPA presented an overview of Indian Institute of Public Administration and the Consultancy Project on “Promoting Involvement of Research Institutions, Universities and Colleges in Consumer Protection and Consumer Welfare”. He highlighted the vision and mission of IIPA and the main activities of IIPA viz. training, research, consultancy and dissemination of information. The core of IIPA’s activities is to train centre and state

government middle level officials, though now it has diversifying its activities. IIPA has started organizing programmes for the officials of foreign governments and PSUs. For dissemination of information IIPA is publishing a number of journals and books. IJPA and Nagarlok are two important journals brought out by IIPA. Every year IIPA is training around 2000 officials in different areas of Public Administration. The major funding agency for IIPA is Department of Personnel and Training, GoI. Besides this IIPA is also getting grants from Department of Science and Technology and Department of Information Technology.

For last many years IIPA is also receiving major grants from Department of Consumer Affairs in the form of Centre for Consumer Studies and Consultancy Project. He highlighted 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 researchers and to disseminate the message that grant is available to people interested in the area. The idea is to introduce consumer protection to scholars and academicians and to bring out the nitty-gritty of the subject by doing research on the subject. He

hoped that the academicians attending the programme will come out with projects on different issues worth funding. He also elaborated the process of selection of the research projects through Evaluation and Monitoring Committees. He said that 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. In the end he hoped that the interactions will be fruitful and all of us will be benefited from the interaction.



Justice V.S. Dave delivering the inaugural address

The programme was inaugurated by Justice V.S. Dave, Retired High Court Judge and Former President of State Consumer Disputes Redressal Commission, Rajasthan. In his address he said that the increasing desire of man is the root cause of exploitation of man by man. The misleading advertisements are clear example of the exploitative practices being followed by the business. Through misleading ads wrong information is passed on to people thereby affecting their right of choice. The

medicines are the other area where the consumers are being cheated the most. Consumer exploitation and protection is not new in India. In Arthshastra there is a full chapter on the need and mechanism to protect consumers. Consumer Forums and Commissions under Consumer Protection Act provide a simple and speedy redressal mechanism to provide relief to the consumers. However, there is need to educate and empower the consumers to prevent their exploitation. He said that it is the poor, rural and vulnerable sections of the society who are exploited the most and emphasized on the need to be given protection to these strata of the society. To achieve this noble purpose the academia and teachers have important role to play and can take the education to the grass root levels.

Delivering the Presidential Remarks on occasion Mrs. Meenakshi Hooja, Chairperson, Board of Revenue, Government of Rajasthan stated that a person at the same time is a



Mrs. Meenakshi Hooja delivering the

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producer of goods and services as well as a consumer of other goods. That means at the same time he is exploiting as well as is being exploited. Consumers no doubt have rights but also have some responsibilities. There is need to make people conscious of not only their rights but also about their responsibilities both as citizens and consumers. The Consumer Protection Act provides a very efficacious remedy to the consumers. But the law needs to keep pace with the time to be effective. After around twenty five years of enactment of CPA it is time to examine the lacunae in the Act and procedure to make the remedy more effective and efficient. Consumer clubs and youth clubs in schools and colleges should take up issues concerning consumers and generate awareness. Now the chapters on consumer protection have also been introduced in the school syllabus to educate students about the issue.

She highlighted the need to have campaigns like 'Shudh ke Liye Yudh' going on in Rajasthan to fight adulteration. Adulteration, spurious and fake goods and drugs are major problems in the market. Pharmaceutical industry is one where the people are being exploited the most. The doctors are prescribing specific medicines of particular brand instead of generic ones which is forcing consumers to buy costly medicines. There is need to specify standards and markings for products/ services and making them mandatory to maintain quality of the products and services available in the market. How to deal with these problems is a grey area which is required to be researched into.

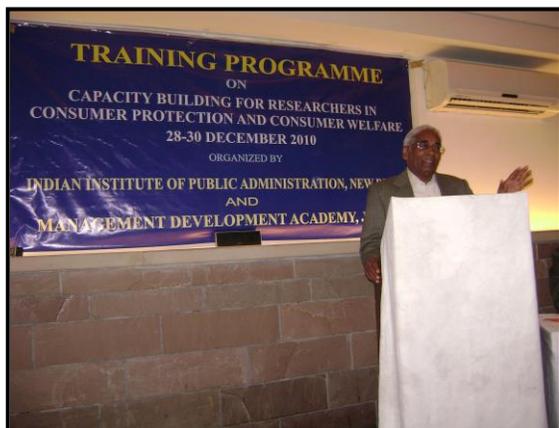
The programme was divided into two parts-one involving inputs on consumer protection and awareness and the other part on research methodology. Hence there were sessions on various issues of consumer protection as well as on qualitative and quantitative techniques. The sessions were; Introduction to Consumer Protection by Prof. Suresh Misra, IIPA; Research Design and Methods by Prof. P. S. Bhatnagar; Research Methods: Qualitative by Prof. Pranab Banerji, IIPA; Consumer Protection Act by Sapna Chadah, IIPA; Consumer Education and Awareness by Suresh Misra; Consumerism and Unfair Trade Practices by Dr. Anant Kumar; Computer Application and Excel Based/ E. Views by Dr. Pankaj Nagar; and Quantitative Methods by Prof. Pranab Banerji. One session was devoted for Research in Consumer Affairs where the whole process of selection and evaluation of the projects was discussed in detail. Some suggestions as regards the topics in the area of consumer protection and welfare in which research can be undertaken were also highlighted.

On the concluding day Dr. Meena Sugani, Programme Coordinator, MDA, presented a brief report of the seminar highlighting the main aspects of the programme. She also thanked IIPA and participants for taking keen interest in the programme. She appealed to the participants to explore the vast area of consumer welfare by taking up research projects. The participants also gave their



Dr. Meena Sugani presenting seminar report

feedback about the programme and its usefulness. They also discussed some areas of interest where they would like to take up research. Prof Suresh Misra, Co-Project Director, IIPA highlighted certain important aspects of the Programme. He said it is the beginning of a new relationship which will continue with new dimensions. We all are consumers and need to be aware about our rights as consumers. We expect you all to take the movement forward.



Shri M. L. Mehta delivering the Valedictory Address

On the occasion Shri M. L. Mehta, Former Chief Secretary, Rajasthan delivered the Valedictory Address. He said that the consumers, as compared to manufacturers and suppliers whether public or private, are helpless. Thus was felt the need for consumer protection and hence originated the consumer movement. In the early days the markets were very limited and one to one relation of the individuals was there. Still the need to protect the consumers was felt.

Remedies against the manufacturer and service providers for any kind of consumer exploitation were also provided in the Arthshastra. The CPA which was enacted only in 1986 is of a recent origin. It provides for the councils and quasi-judicial structure at the district, state and national level to provide quick and speedy justice to the consumers. The procedure is quite simple and the complainant can approach the Forum or Commission on its own without the help of the advocate. The procedure and limitation has been laid down in the Act itself. Now the period

within which the redressal agency has to decide the matter has also been specified to avoid unnecessary delay in deciding the complaint. The forums also entertain a complaint sent by post or filed through an agent or VCO.

He appreciated the work done by the VCOs in the area by taking the movement to the grass root level and educating the public on the matter. However these NGOs are receiving help and grant only from the State governments and not from business as they are working against the interest of industry and business. The central and state governments are running a number of schemes and programmes and funding a number of awareness generating activities.

As regards research in the area is concerned he said that it is a very wide and open area and there is dire need of people who are interested to work and research in the area. They should take up the critical issues which affect the consumers. If interested you can always join an organization or form a social group to work in the area. It will definitely help not only in generating awareness but also the findings of your research can provide policy inputs to government. To take up consumer issues is a social service to the society and every body should join hands in taking the consumer movement forward.

Views/Opinions of the participants on different aspects of the Training Programme are analysed and presented below: (Total views of 34 participants)

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

Very Well structured	Well structured	Somewhat un-structured	Very un-structured	NC
16	17	-	-	1

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

Very useful	Quite useful	Of limited use	Not at all useful	NC
14	18	2	-	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
15	14	5	-

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

Extremely	Considerably	Fairly	Not at all
6	19	9	-

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
10	22	2	-

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

	Satisfied	Satisfied	Satisfied	Not	NC/
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	fully	to a large extent	to a limited extent	satisfied at all	NA
a. Class room Facilities	16	15	3	-	-
b. Interaction with the Faculty	19	14	1	-	-
c. Food quality and service	18	13	2	-	1

7. Assessment of Training Faculty/sessions (34 Participants responded)

Sl. No.	Topic	Name of Speaker	Assessment				
			Excellent	Very Good	Good	Fair	NC
1.	Introduction to Consumer Protection	Suresh Misra	13	15	5	-	1
2.	Sampling – Research Design	P. S. Bhatnagar	11	11	8	2	2
3.	Research Methods: Qualitative	Pranab Banerji	22	9	2	-	1
4.	Consumer Protection Act	Sapna Chadah	5	14	12	1	2
5.	Consumer Education & Awareness	Suresh Misra	16	14	3	-	1
6.	Consumerism and Unfair -Trade Practices	Anant Sharma	13	10	4	3	4
7.	Computer Application	Pankaj Nagar	5	15	9	2	3
8.	Excel based/ E-views	Pankaj Nagar	3	18	6	-	7
9.	Research Methods: Quantitative	Pranab Banerji	23	10	-	-	1
10.	Hypothesis, Testing Processing & Data Analysis	Pranab Banerji	20	10	2	-	2

11.	Consumer Research Design	Pranab Banerji Suresh Misra Sapna Chadah	15	8	6	-	5
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8. Your overall impression of the course

Excellent	Very Good	Good	Fair	NC
17	16	1	-	

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

Yes	No	NC
31	2	1

- We can start Consumer Education Centre in our colleges.
- Gave knowledge on research design.
- Information on research techniques was very useful.
- Will help in future research.
- Learnt how to be more specific in research
- How awareness is to be generated among masses.
- Enabled me to be more focused, specific and comfortable in handling the data through computers.
- Research work will be enhanced.
- Will enable better teaching.
- Increased awareness.
- Research related sessions were very useful.
- One can carry out field research, take projects and work on them.
- Taught how to focus on research sampling and hypothesis.
- We can improve our work using help of computer technology.
- Got information about Consumer Protection Act.
- Acquired knowledge about research methodology and case study.
- Improved research methodology and consumer awareness.
- Will help in taking research in the area and in educating the students in the field.
- The information can be used to encourage research aptitude in our students.
- Research design sessions were immensely helpful.

10. Any other Comment / observations you wish to make about the course?

- Course was excellent.
- Programme was very useful and for the betterment of India's people.
- As a consumer learnt a lot and many new aspects.
- Very beneficial, interactive and knowledgeable course.
- Practical training for research in social sciences should be promoted by more such training programmes for faculty members.

- Lecture in Hindi should be there.
- Actual examples should be taken for teaching.
- Such courses should be introduced for youngsters in the age group of 18-30 years.
- These type of workshops should be organized frequently at regular intervals to make people aware about Consumer Protection Act.
- More courses of such type should be conducted.

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 Management Development Academy, Jaipur for their help. However, Prof. Ramesh Arora, MDA, Jaipur and Dr. Meena Sugani, Programme Coordinator deserve special mention for their support.

We would also like to take this opportunity to acknowledge our thanks to Dr. Rakesh Hooja, Director, IIPA for his guidance and encouragement. 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 Directors