

**Three Day Training Programme on Capacity Building for the  
Researchers on Consumer Protection and Consumer Welfare  
at M. P. Law College, Aurangabad**

**(October 12-14, 2011)**

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 M. P. Law College, Aurangabad, Maharashtra organized a **3 Day Training Programme on Capacity Building for Researchers in Consumer Protection and Consumer Welfare** from **October 12-14, 2011**. The programme was sponsored by the Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Government of India. Fifty-six participants from various universities and colleges in Maharashtra 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.

Dr. C. M. Rao, Principal, M. P. Law College, Aurangabad welcomed all the dignitaries and participants and introduced the theme of the workshop. He said that the issue of consumer protection is of universal importance as everybody in the world, rich or poor, is a consumer and gets cheated at some point of time by the malpractices prevailing in the market. So there is urgent need to deliberate on the issue to raise awareness among all strata of the society. The teachers are instrumental in framing the lives of the children and through them can play a major role in generating awareness among the society on the issue. Therefore it is important for the academic community to take up this issue for research and study for the development of the

area. The research conducted by the teachers can be very effective in framing the policy at the governmental level.

Dr. Sudhir Gavhane, Head of the Department of Journalism and Mass Communication, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad in his Inaugural Address said that with the changing time, dynamics are also changing. Today the knowledge creation, sharing, etc are all facilitated by ICT. In India less than one percent post graduate students go for research and out of them less than ½ percent continue the research, of them ½ have minimum quality for the research. If we go with same speed it is very difficult for India to excel in research. In India we have only 136 research per million whereas Japan which has the highest rate produces more than 6000 researches per million. The share of India in international papers, patents etc. is also very low. World social science report 2012 has emphasised on capacity building in research as one of the criteria to encourage research in India. The importance of knowledge creation and knowledge creators has not been properly understood in India. He categorised researchers in following categories:

- ✚ Intellectually Stimulating – they are open to new knowledge for new innovation so they are stimulating.
- ✚ Intellectually Ignorant – Who consider themselves as knowing everything but actually they know nothing. Therefore, it has been said that intellectually ignorant rejects things about which they know nothing. Majority of intellectuals don't even know the basics of the research. Therefore, there is need to know about the research and here lies the importance of programmes of this type.

In emerging markets (EM) the share of GDP in 2010 is 37% and will become 59% in 2030 and India is part of this E.M. The developing markets are going to overtake the developed markets in times to come. China is going to beat US in next two decades. Other two countries which are threat to US markets are India and Brazil. Pertinent question here is, are we preparing the young researchers to full the new challenges? The answer at present is 'No'. According to Social Science Research Report there are four lacunas in research. The first is geographical divide as 90% of research is done by North America and Europe. Second is language as 85% is presented in English language which is not good sign as world is a multi lingual society. But with this situation for capacity building, the roadmap says creation of knowledge should be there and more research should be taken. For this adequate institutional

infrastructure should be there. Access to funding is another problem. Government of India, university, UGC etc are funding very meagre amount for research. The budget given for Research and Development is very small. The research is thus not being funded either by the public or private sector; there is, therefore, need for research clubs for students in all the colleges.

71% of the population in India consist of generation next which is around 30 crore people in India, 20 crore in the age group of 25-35 years and 12 crore in the age group of 13-19 years. 62% of generation next which are in millions, are potential consumers with parent money. More than 70 percent of the consumers are rural consumers and majority of young consumers are also in rural India. Now the MNCs are shifting their base to rural markets where majority of consumers are unaware about the Consumer Protection Act and their rights. To empower the consumers about their rights it is required that a baseline and country wide survey be conducted. Once this status is known then we will be in a better position to plan for consumer literacy which is required on massive scales. Government has started programmes for research but there are no takers.

The study of working, disposal of cases by these consumer forums, the kind of people who are approaching the forums are some of the areas where intraregional studies are required to be done. How ICT can be adopted for speedy disposal is also a good area for research. The market and the seller are always after money. Consumer is unaware of the unfair practices being adopted so he is always betrayed and cheated. Can we have consumer charter just like citizen charter displayed everywhere? We should find out which are the countries which are having consumer redressal mechanism and find out the best practices being followed there. The analysis of the studies conducted all over the world in this area is required to be done. These are the areas which require understanding of changing world.

Present age is of network intelligence, unless we understand the technological changes which are taking place we won't be able to keep pace with time. Like infrastructure is changing to info-structure and capital to knowledge greed. Five features of the info-structure are: - Collaboration is sole of network intelligence. You cannot do research in isolation as there is

need for creating, retrieving, and disseminating information; Openness – creation of Open Education Resource (OER); Sharing of knowledge is new fundamental in the research; Integrity – it is being openly challenged through the softwares which are now available and Interdependence – all researchers are dependent on each other. So the last to say we are living in global market place of ideas, innovation and we are virtual laboratories. There is need to acquire more in terms of knowledge and skills where the research can play a very important role.

Dr. Mohd. Fayyaz, Joint Director, Higher Education, Aurangabad Region in his address said that consumer does not literally mean person who consume. He is a person who has detailed knowledge of the product what he is going to consume; for example a person buying medicine need to know the composition, effect of the drug which he does not know at present. You have to inculcate the spirit and develop inquisitorial mind. People who are not having money in the pocket are now getting attracted to buy the products as they are fascinated by the consumerism. We are talking about consumer protection; which needs to have a redressal mechanism. There is need to educate the people to get the details of the contents and assurances regarding the product before buying. The major problem is that consumers are getting mesmerized by the products available in the market.

The companies are advertising through the celebrity and there are no means to counter the promises made. Every movement must be in conformity with social and national ethics otherwise it would not be successful. Various issues need to be addressed and we need to go into the spirit of the problem then only the problem can be better understood. This programme is nothing but an attempt to obtain excellence in the area of consumer protection and consumer welfare and if excellence is achieved, it will lead to creation of empowered citizenry and then there will be no need for the law for protection. To address such problems there is need to educate the people. There is need for proper consumer movement which goes to the grass root levels. There is need for deliberation on this line. Even for implementation of citizen charters there is need for infrastructure, personnel and intention to implement.

Prof. Pranab Banerji, Project Coordinator, Consultancy Project in his address provided an overview of the activities of IIPA and the project. He said that IIPA is an organisation

engaged in training for government officials at Central and State Levels. Second task is to conduct consultancy and third is to conduct academic research which may be funded or in house. Then we are also doing dissemination of information through books, journals, monographs, and through websites. We are also conducting programmes for the international agencies. At present IIPA is getting a major grant from department of Consumer Affairs in two forms: first is Centre for Consumer Studies which conducts Training, Research and second is the Consultancy Project on "Promoting Involvement of the Research Institutions, Universities, and Colleges in Consumer Protection and Consumer Welfare". 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 researchers 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.

Providing an overview of the programme he said that 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 were 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 of which person can apply for the research.

Prof. Suresh Misra, Coordinator, CCS and Co-Project Coordinator, Consultancy Project extended his warm welcome to all the guests and participants of the programme. He provided

an overview of the activities of Centre for Consumer Studies. He said that the Centre for Consumer Studies is a new Centre at IIPA sponsored by DCA. It is a unique type of Centre to protect and promote the rights of consumers with special emphasis on the rural consumers. The broad activities of the centre include training, research, advocacy, consultancy and networking with other institutions and organisations.

In the present era where global markets are emerging consumer protection has become an issue of contemporary relevance. There is need to generate awareness among masses about their rights and responsibilities and to take awareness to the grass root levels. For the same there is need to develop a pool of trainers who are interested and concerned about the problem. The programme meets the twin objective 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. There is a need to set research agenda, identify topics in the concerned field and develop a collaborative research where even the students can be associated and involved. However, he lamented that research methodology as a subject has been made very difficult in colleges and universities which discourages many to take up research. We will try to make the research easy here to encourage faculty to take up research. At the end we will also try that people take up research in consumer protection.

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; Fundamentals of Research Design by Dr. A.V.N. Rao, NALSAR; Consumer Protection Act by Dr. Sapna Chadah, IIPA; Research Methods: Qualitative by Prof. Pranab Banerji, IIPA ; Consumer Education and Awareness by Suresh Misra; Medical Negligence and Consumer by Dr. Sapna Chadah, IIPA ; Research Methods: Quantitative by Prof. Pranab Banerji, IIPA; Misleading Advertisement and Consumer by Prof. V. Kesavarao, Andhra University; Computer Application Dr. Sananse, BAMU; Consumerism and UTP, Mr. Ramakrishna; Preparing a Project Proposal by Prof. Pranab Banerji, IIPA; and Protecting Rural Consumers by Prof. Suresh Misra, IIPA. The session on Consumer Research Design by Prof. Pranab Banerji, Prof. Suresh Misra, Dr. Sapna Chadah, IIPA 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 taken up were also highlighted.

Prof. (Dr.) Dilip Ukey, Pro Vice Chancellor, Swami Ramanand Teerth Marathwada University, Nanded, Maharashtra in his Valedictory Address said that it is often said that consumers are king and sovereign but still the sellers and manufacturers rule the market and the buyers need to be beware. To achieve the objective of providing protection to the consumers, the Consumer Protection Act was enacted in 1986. The Act has been there to protect consumers and judiciary has played role in shaping the whole jurisprudence relating to consumerism. They have always tried to enlarge the scope of service's notion of consumerism, thereby giving greater protection to the consumers. Research is integral part of the whole system of education. Without research, the education won't be of that standard. In development of any branch research plays a very important role. Research is like a 'sadhana' - a complete devotion. It is not a mechanical process. We have to relate to contemporary issue. It is, therefore, both inter and intra disciplinary. It is not a mechanical process. Research is that which is required to be understood first and then rationalised on the basis of thinking. There are so many diversified issues on which the research can be conducted and consumerism is one of them. Research also provides a service to the generations to come. It generates data for the future students as well.

Dr. B.H. Choudhari, Dean Faculty of Law, Dr. BAMU, Aurangabad was the Guest of Honour. He in his address said that merely knowing about consumerism is not sufficient but it is required that the benefit should percolate to the lowest strata of people. The Department of Consumer Affairs, Government of India is seeing that the awareness reaches the all the parts of the national. It is also required to be seen and regulated that the students who are paying for education are getting proper services of the educational institution. There are number of aspects in the consumer sector where very less information is available to the policy makers and consumers. Thus there is need for the academic community to take up these issues and do research on issues which will generate a lot of information for the welfare of the society.

Views/Opinions of the participants on different aspects of the Training Programme are analysed and presented below:

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

Very Well structured	Well structured	Somewhat un-structured	Very un-structured	NC
25	31	-	-	-

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

Very useful	Quite useful	Of limited use	Not at all useful	NC
31	25	-	-	-

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	NC
33	21	1	-	1

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

Extremely	Considerably	Fairly	Not at all	NC
15	36	5	-	-

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
34	19	3	-	-

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	45	6	3	-	2
b. Residential accommodation	16	14	-	-	26
c. Food quality and service	43	9	4	-	-
d. Class room Facilities	28	21	6	-	1
e. Interaction with the Faculty	32	19	3	-	2
f. Recreation Facilities	17	16	-	-	23

7. Assessment of Training Faculty/sessions (56 Participants responded)

Sl. No.	Topic	Name of Speaker	Assessment				
			Excellent	Very Good	Good	Fair	NC
1.	Introduction to Consumer Protection	Suresh Misra	25	25	3	1	2

2.	Fundamentals of Research Design	A.V.N. Rao	20	24	11	-	1
3.	Consumer Protection Act	Sapna Chadah	12	27	16	1	-
4.	Research Methods Qualitative	Pranab Banerji	38	16	2	-	-
5.	Insurance and Consumer	A. V. N. Rao	12	22	19	1	2
6.	Consumer Education & Awareness	Suresh Misra	23	25	7	-	1
7.	Medical Negligence and Consumer	Sapna Chadah	21	24	8	2	1
8.	Misleading Advertisement and Consumer	V. Kesavarao	30	17	7	-	2
9.	Research Methods: Quantitative	Pranab Banerji	43	12	1	-	-
10.	Computer Application (SPSS)	Sananse	10	27	13	5	1
11.	Consumerism & Unfair – Trade Practices	Ramakrishhsna	12	17	16	7	4
12.	Banking and Consumer	C.M. Rao	30	17	7	-	2
13.	Preparing a Project Proposal	Pranab Banerji	43	10	2	-	1
14.	Protecting Rural Consumers	Suresh Misra	29	24	1	1	1
15.	Consumer Research Design	Pranab Banerji Suresh Misra Sapna Chadah	25	15	6	1	9

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

1.	Research Methods: Quantitative	19
2.	Research Methods: Qualitative	18
3.	Misleading Advertisements and Consumer	10
4.	All	9
5.	Research Methodology and design	7
6.	Preparing Project Proposal	7
7.	Medical Negligence and Consumer	6
8.	Computer Applications	5
9.	Consumer Education and Awareness	3
10.	Fundamentals of Research Design	2
11.	Insurance and Consumer	1
12.	Introduction to Consumer Protection	1

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

1.	None	8
2.	Computer Applications	7
3.	Insurance and Consumer	4
4.	Consumer Protection Act	3
5.	UTP and Consumerism	2
6.	Misleading Advertisements and Consumer	2
7.	Consumer Education and Awareness	1
8.	Research Methods: Quantitative	1
9.	Medical Negligence and Consumer	1

10.	Fundamentals of Research Design	1
11.	Preparing Project Proposal	1

**10 Your overall impression of the course.**

Excellent	Very Good	Good	Fair	NC
26	29	1	-	-

11 Did

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

Yes	No	NC
50	5	1

- Session on Quantitative research will help me out in preparing the questionnaire and collecting the samples.
- The programme will be useful in conducting research and guiding the research students.
- The course has refreshed the usefulness of research methodology in studies.
- Now can be a rational consumer and make others also aware.
- The knowledge on consumer education and research methodology has improved the academic skills.
- Provided an idea as how to make a research proposal and other aspects related to research.
- Learnt about various aspects of research methodology, which will be helpful in future research.
- Will also be helpful in teaching research methodology.
- Help in teaching consumer rights to students and also to take up research in the area.
- Has brought new vision about the research design.
- Gained knowledge about Consumer Protection Act which has enhanced awareness of the subject.
- Learnt the importance of various kinds of techniques and methods for research for making the research quality oriented.

- Helpful in providing legal training to people in the area.

**12 Any other Comment / observations you wish to make about the course?**

- Touching CP Act in every session should be avoided and faculty should stick to the particular subject more elaborately.
- Very useful in enhancing knowledge.
- Very satisfied with the course.
- More lectures on research methodology can be arranged.
- The programme is excellent and useful for academicians.
- Topic on environment and consumerism should also be included.
- Persons those in research field should also be selected as resource persons.
- Should be merely related to research methodology.
- Add documentary movie to the course.
- Course is excellent and should be made compulsory for teachers and PG students.
- Programme was successfully organised.
- These types of programmes are helpful in generating awareness regarding consumer rights.
- Duration of the course must be seven days so that discussion can take place in detail.
- Interaction and presentations were interesting and knowledgeable.
- Such programmes should be conducted more often.
- Repetition of contents could be avoided.

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 M.L. & G.E. Society and M. P. Law College, Aurangabad, Maharashtra for their help. However, Dr. C. M. Rao, Principal, M. P. Law College, deserve special mention for his support.

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**(Suresh Misra)**

**(Pranab Banerji)**

**Course Coordinators**