

Centre for Consumer Studies
INDIAN INSTITUTE OF PUBLIC ADMINISTRATION

Annual Report
(July 2009- June 2010)

The Indian Institute of Public Administration, New Delhi has been working in partnership with the Department of Consumer Affairs, GoI since 1992, in the quest for realizing policy objectives, through training programmes, research studies, seminars, publications and consultancy assignment. To further the mutually beneficial relationship and to give boost to the efforts of the Government in the area of Consumer Protection and Consumer Welfare the need was felt for a dedicated “Centre of Excellence” for advancing the cause of Consumers’ rights and interest’s protection and promotion. It was further realized that the involvement of various stakeholders particularly the institutions of local self governance in the area of consumer protection will be beneficial for the furtherance of policy objectives of the Department of Consumer Affairs, GoI. In view of the above, the Department of Consumer Affairs, Government of India set up a Centre for Consumer Studies at IIPA for a period of Five Years from July 29, 2007. The primary objective of the Centre is to act as a “*think tank*” for research and policy related issues on consumer protection and consumer welfare. The aim of the Centre is to perform, facilitate and promote better protection of Consumers’ rights and interests **with special reference to rural India**. The Centre operates within the legal framework of the IIPA on the policy directions of the Monitoring Committee chaired by the Secretary, DCA. For the purpose of effective monitoring, advice and supervision of the activities of the Centre, the Monitoring Committee meets at least twice in a year to review the functioning of the Centre.

The role of the Centre is both operational as well as promotional. The broad areas of focus of the Centre are: - Advocacy, Policy Analysis and Research; Capacity Building; Advisory and Consultative Services; and Networking and Information Exchange. The Centre performs the following activities;

- ◆ in-depth action research in the area of consumer protection and consumer welfare with a special emphasis on rural areas;

- ◆ training of personnel engaged in administration and adjudication of consumer justice in the country and the elected representatives of the local bodies;
- ◆ networking with the other institutions/ organisations, nationally and internationally;
- ◆ organise seminars/ workshops/ conferences/ round tables on contemporary issues relating to consumer protection;
- ◆ sensitize trade and industry and the service providers to the requirements of the consumers;
- ◆ create resource centre for future research;
- ◆ publish books/ monographs/ occasional papers to fill up existing knowledge gap; and
- ◆ provide policy inputs to the Department of Consumer Affairs from time to time.

The Centre keeps abreast of the long term policies and the major developments in the area. The aim is to position the Centre as major contributor to the identification of issues and priorities as well as solutions to ensure better protection of the consumers. The centre seeks to network with national and international agencies and interface with various stakeholders with an idea to develop cooperation, teamwork and sharing of knowledge. The vision is to create a professional organization which allows the government to govern better and to create opportunities to maximize the benefits to the consumers.

2. Activities of the Centre during the period July 2009-June 2010

To achieve the aims and objectives, the Centre organized a variety of programmes during the period from July 2009 to June 2010. During the period Centre had proposed to organise 16 programmes. However, a total of 21 programmes were organized besides a stream in 35th APPPA. The list is attached. The focus of the programmes was to build the capacity of various stakeholders to administer the Consumer Protection Act, 1986, and also to educate and enhance consumer awareness at various levels. Capacity building initiatives during the period included Training Programmes, Workshops, and Seminars. The Centre also conducted research studies and brought out a number of publications and performed other promotional activities. The milestones of the period were the

successful organization of a National Seminar at IIPA, New Delhi and an International Seminar at Kalasalingam University, Tamil Nadu.

a) **Capacity Building Programmes**

During the period the Centre organized 21 programmes in which around 1280 participants were trained. These included 4 Orientation Training Programmes for the Presidents and Members of the District Consumer Forums in the Month of September, November, 2009 and January and May 2010 and 5 Training of Trainers Programmes in Consumer Protection and Consumer Welfare organised in the Month of July, August, December, 2009 and February and June 2010. 6 seminars were organized during the year. A National level Seminar on Consumer Protection in India – ***Lessons Learnt and Future Challenges*** was organized at IIPA from November 19-20, 2009 which was inaugurated by Shri Rajiv Aggarwal, Secretary, DCA, Gol. An International Seminar was organized at Kalasalingam University, T. N. from January 28-29, 2010. Besides this one National Level Seminar on Consumer Protection at Rohtak University was organized on November 5-6, 2010 and a Regional Level seminar on Consumer Protection and Consumer Welfare in collaboration with the Karnataka Regional Branch of IIPA was organized at Bengaluru on December 2-3, 2009. A seminar on Consumer Protection and Consumer Welfare to generate awareness among the students was organized on September 17, 2009 at Shaheed Bhagat Singh College. A state level Seminar was organized from April 5-6, 2010 in collaboration with IIPA Local Branch, Puducherry. A Training Programme for the Heads of NGOs / VCOs was organized from December 7-11, 2009. A Workshop on Consumer Protection and Consumer Welfare was organized from April 7-9, 2010 at Annamalai University. A Training Programme for the Coordinators of Consumer Clubs was also organized in May, 2010.

The Aim of the Centre is to perform, facilitate and promote better protection of consumers' rights and interests **with special reference to rural India**. To generate awareness about consumer rights among the rural masses a number of activities were taken up. These included 2 Consumer Awareness Camps for VCOs, Conveners and Members of Consumer Clubs at Erode and Kancheepuram in T. N. and Three Days Rural Consumer Awareness Camp was organised on the Banks of Ganges in the Magh Mela

from January 17-19, 2010. The evaluation reports of the Training Programmes are enclosed as **Annexure I**.

Apart from this a number of sessions on consumer protection and welfare were taken in various courses being conducted by IIPA. The objective of the sessions was to enhance the understanding of various officers regarding consumer rights.

List of the Programmes organized during July 2009-June 2010

Sl. No.	Programme	Duration	No. of Participants	Venue
1.	7 th Training of Trainers in Consumer Protection and Consumer Welfare for faculty of ATIs and SIRDs (BIS)	July 6-10, 2009	22	IIPA
2.	8 th Training of Trainers in Consumer Protection and Consumer Welfare for N.E. States (BIS)	Aug 3-7, 2009	33	SIRD, Guwahati
3.	65 th OTP for the Presidents and Members of the District Consumer Forums (Maharashtra)	Sept 7-11, 2009	34	IIPA
4.	Consumer Awareness Seminar (Shaheed Bhagat Singh College, Sheekh Sarai)	Sept. 17, 2009	100	New Delhi.
5.	Consumer Awareness Camp for VCOs, Conveners and Members of Consumer Clubs at Erode (Tamil Nadu)	Oct. 04, 2009	40	TN
6.	Consumer Awareness Camp for VCOs, Conveners and Members of Consumer Clubs at Kancheepuram (Tamil Nadu)	Oct. 09, 2009	35	TN
7.	National Seminar on Consumer Protection	Nov. 5-6, 2009	120	Rohtak
8.	National Seminar on Consumer Protection in India – Lessons Learnt and Future Challenges	Nov. 19-20, 2009	131	IIPA
9.	66 th OTP for the Presidents and Members of the District Consumer Forums (Kerala)	Nov. 23-27, 2009	24	IIPA

10.	Seminar on Consumer Protection and Consumer Welfare (in Collaboration with Karnataka Regional Branch)	Dec. 2-3, 2009	56	Bangaluru
11.	3 rd Training Programme for Heads of NGOs / VCOs on Consumer Protection and Consumer Welfare	Dec 7-11, 2009	28	IIPA
12.	9 th Training Programme in Consumer Protection and Consumer Welfare for the middle level Officers of the Department of Civil Supplies and Legal Metrology	Dec. 28-30, 2009	29	IMG, Kerala
13.	67 th OTP for the Presidents and Members of the District Consumer Forums (Bhopal)	Jan. 11-15, 2010	35	NLIU, Bhopal
14.	3 Days Consumer Awareness Workshop on the Bank of Ganges at Allahabad during Magh Mela	Jan. 17-19, 2010	114	U.P
15.	International Seminar on Consumer Protection and Welfare (in Collaboration with Kalasalingam University , Madurai)	Jan. 28-29, 2010	235	Tamilnadu
16.	10 th Training of Trainers for Faculty of ATIs / SIRDs	Feb. 15-19, 2010	16	IIPA
17.	Seminar on Consumer Protection and Consumer Welfare	April 5-6, 2010	63	Puducherry
18.	Workshop on Consumer Protection and Consumer Welfare (Admn. Annamalai University, Chidambaram)	April 7-9, 2010	82	T N
19.	Training Programme for Coordinators of Consumer Clubs	May 3-7, 2010	35	IIPA
20.	68 th OTP for the Presidents and Members of the District Consumer Forums (U.P.)	May 10-14, 2010	27	IIPA
21.	11 th Training of Trainers in Consumer Protection and Consumer Welfare (BIS)	June 7-11, 2010	21	IIPA
Total		1280		

b) Research Study

To evaluate the impact of various programmes/ schemes and also to build a database the Centre conducts a number of evaluation and research studies. During the year the faculty members and research staff of the Centre completed three research studies and the fourth one is ongoing. These studies are:

1. **Best Practices in Consumer Protection –African Region** – The study is an ongoing project focusing on specific areas of the world. The Volume III of the study which is a compilation of good practices in consumer protection in various countries of Africa has been completed. The Volume includes the structure, systems and framework created for consumer protection and welfare in different countries of Africa.
2. **Working of the State Commission and District Forums in the State of Uttar Pradesh: An Empirical Study-** A study concentrating on working of the quasi-judicial machinery in the state of U.P. was taken up. 18 Districts were selected for the study. For data collection three set of questionnaires, one for the Presidents and Members, another regarding general infrastructure at the District Forums and third for the complainants, were developed. In this regard the data was collected from the State Commission and the views of the President and members were gathered. The views of the Presidents and Members as regards the functioning of the District Forums were also gathered through personal interviews and discussions by the research team. A detailed discussion in this regard was held with the UP State Commission President Hon'ble Justice Bhanwar Singh. The data collection from the Districts Forums and the State Commission was completed by the month of February, 2010. Henceforth the data was tabulated and report was prepared.
3. **Role of Consumer Clubs in Promoting Consumer Awareness and Education: An Evaluative Study-** On the request of the Department of Consumer Affairs, the Centre has undertaken a study to evaluate the functioning of the consumer clubs and recommend measures to strengthen them. For the purpose of study, 6 states,

one from each zone (East, West, North, South and National capital) viz, Delhi, Tamil Nadu, Rajasthan, Maharashtra, Tripura and Orissa were selected. Four set of questionnaires were prepared to collect information from Coordinating Agencies, Club Conveners, Consumer Club Members and Non-club Members. The data from all the six states Delhi, Tamil Nadu, Rajasthan, Maharashtra, Tripura and Orissa was collected by the end of March 2010 and the same was tabulated and analysed. The report has been prepared.

4. **Evaluation of the Working of the Banking Ombudsman in India-** Out of the fifteen banking ombudsmen a sample of five banking ombudsmen at Ahmedabad, Bhopal, Guwahati, New Delhi and Bangaluru have been selected for the study. The offices of the banking ombudsmen were randomly selected keeping in view that the major geographical regions of the country are represented. A set of questionnaires was prepared to collect data from the Bankers, Ombudsmen and the Customers. The data collection is being done using the questionnaire and through personal interviews. The process is underway. The study is ongoing and will be completed during the next year.

c) Stream on Consumer Protection: Law and Practice in 35th APPPA

For the Fifth consecutive year a Stream on Consumer Protection: Law and Practice was successfully completed in the 35th APPPA (Advanced Professional Programme in Public Administration) a very prestigious programme of IIPA, in the month of October - November, 2009. Senior officials from various All India Services, State Services and three wings of defence forces participate in the programme. 13 officials out of a total of 26 opted for the stream. It is a full stream with one credit and 16 sessions were devoted on various themes of consumer protection. The programme has been received very well by the participants and all the participants have appreciated the stream and its usefulness in daily life.

d) Module on Consumer Protection and Consumer Welfare-

A Module on Consumer Protection and Consumer Welfare has been introduced in all the long term programmes in IIPA (3-8 weeks).

(e) Publication-

Books-

- **Consumer Education and Empowerment**, (ed), S. S. Singh, Suresh Misra and Sapna Chadah, published by Centre for Consumer Studies in collaboration with Abhijeet Publications, Delhi, 2010
- **Consumer, Consumerism and Consumer Protection**, (ed), K. N. Bhatt, Suresh Misra and Sapna Chadah, published by Centre for Consumer Studies in collaboration with Abhijeet Publications, Delhi, 2010
- **Consumer Protection and Globalisation**, (ed), Kameswara Rao, Suresh Misra, R.P.S.C. Rajaram, published in collaboration with Kalasalingam University, T.N., 2010
- **Upbhokta ke Adhikar: Ek Vivechan (Hindi)**, (ed), Lalit Mohan Joshi, Navin Kumar Sinha and Virendra Nath Mishra, 2010

Monographs-

Two monographs were published by the Centre this year. These were:

- ★ **Food Safety and the Consumer** (Hindi) by Suresh Misra and Virendra Nath Mishra
- ★ **Competition Policy and Law** by Suresh Misra and Sapna Chadah

Articles Published-

1. "Public Accountability and Administrative Efficiency through Right to Information: Opportunities and Challenges" by Suresh Misra in IJPA, July-Sept 2009, Vol. LV, No. 3
2. "Implementing Right to Information: A Practical Approach" by Sapna Chadah in IJPA, July-Sept 2009, Vol. LV, No. 3
3. "Dimensions of Consumer Protection in India" by S.S. Singh in the book *Consumers, Consumerism and Consumer Protection –Indian Context*, CCS & Abhijeet Publications, 2010
4. "Protecting the Rural Consumers: The Role of Media" By Suresh Misra in the Book *Consumer Protection & Globalisation*, 2010
5. "Medical Negligence and Consumer", in K. N. Bhatt, Suresh Misra and Sapna Chadah (Ed), *Consumer, Consumerism and Consumer Protection*, published by Centre for Consumer Studies in collaboration with Abhijeet Publications, Delhi, 2010.

6. “Working of Redressal Agencies: A Case Study of Jharkhand” Paper presented by Sapna Chadah & Pankaj Kumar Singh at International Conference at JNU on March 12, 2010
7. “Best Practices in Consumer Protection – A Global Scenario” Paper presented by Mamta Pathania and Amit Singh at National Seminar organised by CCS/IIPA on November 19, 2009
8. “Working of District Forums in Jharkhand – A Case Study of the Perception of Presidents and Members” by Sapna Chadah at National Seminar Organised by CCS/IIPA on November 19, 2009

E-newsletters-

E Newsletter- E-Newsletters for all the four quarters- July- September, 2009; October-December, 2009; January- March, 2010 and April-June, 2010 were prepared and uploaded on the website. The same was also emailed to a number of people including Members of Parliament.

(f) Website-

The website of the Centre www.consumereducation.in is thoroughly updated and all latest information about the Centre’s activities is regularly uploaded on the site. Very useful information for consumers is also uploaded. The site is very popular among various stakeholders.

(g) Promotional Activities-

- ◆ Attended 31st COPOLCO Workshop from May 25th to 28th, 2009, BIS
- ◆ Faculty members participated in the Training Workshop on “ Best Practices on Implementation of a Coordinated Consumer Telephone and Online Advice Service” organized by GTZ at IIC, New Delhi on October 28-29, 2009.
- ◆ Two Sessions on “Good Governance and Consumer Protection” in the 9th Foundation Training Programme for the Scientists and Technologists on November 11, 2009
- ◆ Attended National Consumers’ Day Programme on December 23, 2009 at SCOPE, New Delhi
- ◆ Faculty members participated in a presentation by the Central Bank of India on Reverse Mortgage Loan enabled Annuity Scheme at IIPA.

- ◆ Prof Suresh Misra presented a paper on 'Consumers in a Global Economy' in seminar on Consumer Protection and Welfare at Bangaluru on December 2, 2009
- ◆ Ms. Sapna Chadah presented a paper on 'Medical Negligence and Consumer' in seminar on Consumer Protection and Welfare at Bangaluru on December 3, 2009
- ◆ Participated in the Workshop on Winning Customer Confidence for Revitalizing Retail Business on 27th January, 2010, FICCI
- ◆ Participated in the Conference on Consumer Connect for Revitalizing Businesses February 25-26, 2010, FICCI
- ◆ Participated in the World Consumer Rights Day on March 14-15, 2010, SCOPE Complex
- ◆ One day Interaction with Prof Frank Trenchmann, UK on Consumer Policies in India on April 12, 2010
- ◆ Member of National Mirror Committee of COPOLCO, BIS
- ◆ Member of Committee for re-examination of the scheme of Swami Vivekananda National Awards for Consumer Protection, DCA

7. Proposed Activities for the Next Year (July 2010-June 2011)

Following activities have been planned for the period July 2010-June 2011

I. Publication-

Monographs on following two topics will be published:

1. E-Commerce and Consumer
2. Standards and Quality in Service Delivery

II. Research Studies Proposed for 2010-2011

1. Impact of Banking Ombudsman on the Redressal System (to be carried forward)
2. A Study of Weekly Markets in Delhi
3. Best Practices in Consumer Protection –South America

III. Capacity Building Initiatives-

Following programmes will be conducted in the next year:

Sl. No.	PROGRAMME	DURATION	VENUE
1.	Awareness Seminar on Consumer Protection and Consumer Welfare	29- 30 July, 2010	Nagpur
2.	Seminar on Consumer Protection and Consumer Welfare (Andhra University)	13-14 Aug., 2010	Visakhapatnam
3.	69 th OTP for the Presidents and Members of the District Consumer Forums	Aug 23-27, 2010	IIPA , New Delhi
4.	Training of Trainers in Consumer Protection and Consumer Welfare (BIS)	Sept. 2010 (Dates to be decided)	ATI Mysore / ATI, A.P.
5.	Seminar on Consumer Protection and Consumer Welfare	Sept. 9-10 2010	Dharamshala, HP
6.	70 th OTP for the Presidents and Members of the District Consumer Forums	Oct. 11-15, 2010	IIPA , New Delhi
7.	Seminar on Consumer Protection and Consumer Welfare	Oct. 2010 (Dates to be decided)	Manipur
8.	National Seminar on "Climate Change, Sustainable Consumption and the Consumer	Nov 11-12, 2010	IIPA, New Delhi
9.	4 th ToT for Heads of VCO's	Nov.22-26, 2010	IIPA, New Delhi
10.	71 st OTP for the Presidents and Members of the District Consumer Forums	Dec. 6-10, 2010	IIPA, New Delhi
11.	Two day National Seminar "Rural Consumers in Globalizing Market: Vulnerability and Choices"	Dec. 2010	University of kalyani
12.	Rural Consumer Awareness Camp, Magh Mela, Allahabad	January 2011 (Dates to be decided)	Allahabad
13.	Two day Workshop for the officers of the Defence Training Institutions/ Establishments in Consumer Protection and Welfare	Feb. 2011 (Dates to be decided)	IIPA, New Delhi

IV. Training of Trainers under the Plan Scheme on “Consumer Education and Training, HRD Capacity Building”

The proposal submitted by the Centre for conducting five Training of Trainers and developing visual aids and films on consumer related issues was approved by the Department of Consumer Affairs vide its Sanction Letter dated January 7, 2009. The work on the development of films on various consumer related issues is going on and will be completed in the year.