

"Indian Consumers in New Age: A forward looking agenda to address the concerns of the common people" (Consumers Up)

Process Report



May 14 – 15, 2012

CUTS Centre for Consumer Action, Research & Training (CUTS CART): 277, Sindh Colony, Bhaskar Marg, Bani Park, Jaipur 302 016, Rajasthan.

The Janaki Foundation: M - 15, Old Housing Colony, Adityapur, Jamshedpur. Jharkhand

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1. Background

Lack of consumer's access to adequate information, improper understanding about the redressal mechanisms/procedure as well as other socio – economic vulnerabilities of individuals and households are the reasons of the under-privileged class not getting justice.

To address the problem, CUTS is partnering with the Department of consumer affairs, Ministry of consumer affairs, Food and Public Distribution, Govt. of India under the consumer welfare fund to implement a one year project involving the Indian consumer organizations to address these new challenges and opportunities. The project envisages the following objectives on a Long term, Immediate and programmatic Indicators:

Long-term Objective: “To create an enabling environment for protection and promotion of consumer interest contributing towards the national interest”

Immediate Objective: “To bring out thematic report on the ‘State of the Indian Consumer’ and to enhance the knowledge of the Civil Society Organisations (CSOs) working on consumer issues in 4 identified states in India with the facts and information on the concerns of the Common people and on new generation consumer issues, with the aim to strengthen and take the Indian consumer movement forward”

The programme objectives are as follows:

- Research: To conduct comprehensive thematic research on the state of the Indian Consumers and come up with a credible report
- Advocacy: To advocate with relevant stakeholders on the consumer issues emerging out of the research with the help of network of consumer organisations
- Networking: To mobilise consumer organisations and networking at regional and national level for coordinated action on issues affecting common consumers
- Knowledge Enhancing: To equip the consumer organisations with knowledge and skills to handle emerging and relevant new generation consumer issues woven around basic needs, to ensure improvement in service delivery and to play the watchdog role in their respective states.

2. Need for the Orientation

Consumer movement in India originated with the necessity of protecting and promoting the interests of the consumers' against fraudulent, unethical and unfair trade practices. While the ushering of economic liberalization in early 90's resulted in many positive developments, vis-à-vis the enhancement of consumer interests, it has also thrown significant challenges which are to be addressed as concerns of common man as well as new generation consumer issues including those which are emerging from an evolving mosaic of utility regulations in India.

The Janaki Foundation partnered with CUTS to give shape to this initiative in the state of Jharkhand through the Second Knowledge Enhancement Workshop in Ranchi on the central theme: "Indian



Consumers in New Age: A forward looking agenda to address the concerns of the common people (ConsumersUp)" from May 14 through May 15, 2012 at Hotel Ranchi Ashok in Ranchi, Jharkhand.

3. Objective

The objective of the orientation exercise was to empower and improve the knowledge of the participants with issues and concepts related to the state on new generation consumer issues, and on research, advocacy, communication, and resource mobilization skills by helping them to make further interventions on frequently occurring problems. The orientation program had representation from the officials of the government of Jharkhand and consumer organizations and individual activists working for the upliftment of consumer rights in and around Ranchi. The specific objectives of the orientation program were:

- a) Introduction the participants to various laws/regulations for Consumer Protection
- b) Provide orientation on various avenues (formal /informal) available to Consumer for Grievance Redressal Mechanism
- c) Avenues for consumer participation in policy making/regulatory process and tools
- d) How to run Complaint Handling Information and Advisory Service (CHIAS)
- e) Use of Right to Information for consumer protection
- f) Basic Research and Documentation Skills
- g) Basic Advocacy and Communication Skills
- h) Resource Mobilization Skills

The session wise details and outputs are elaborated in the following sections.

4. Session Details

Session I

The first session consisted of registration and introduction of various participants and resource persons and sharing of the agenda.



Session II

Theme : **Brief Presentation about ConsumersUp project objective/need of the workshop**

Facilitator : **Mr. Arjun Kant Jha and Abhimanyu Singh, CUTS – Jaipur**

The session started with an introduction to the Consumers UP project by the officials from CUTS Jaipur. In the presentation, the representatives from CUTS elaborated about the organization, the relevance of the project, objective – long term, immediate and the program, how the consumers up project is being managed, the geographical coverage, project activities which includes Research, Consultation at state and Regional Level and the National Conclave. They also highlighted the task specific roles of the prime as well as the second tier partners like the Janaki Foundation which is involved in taking forward the project objectives in the state of Jharkhand.



During their elaboration of the initiative, the officials informed that liberalization is paving way for a market driven economy, where the manufacturers seek to maximize profits. manufacturers are not often concerned about the quality of goods and services and their impact on the health of the people and the environment. Instead of consumer guiding the producer about what should be produced, it is the producer who decides what the consumer should want. The plight of the consumer is further worsened by the use of advertising techniques. Consumers are saddled with the problems of choosing between too many products with too less information. With the concentration of market in the hands of a few large corporations, it becomes important that the consumers are aware of their rights in order to ensure proper standards for the goods and services for which they make payment.



Session III

Theme : **Consumer Rights and Duties in respect to ESI**
Facilitator : **Dr. Sanjay Kumar, Dy. Director, ESI Scheme, Jharkhand and Dr. Arun Sharma, Medical Superintendent, ESIC Model Hospital, Namkum, Ranchi. Jharkhand**

Dr. Sanjay through his presentation oriented the participants on the understanding of the term consumer,



the orientation towards consumer rights and consumer protection issues. In his address, Dr. Sanjay informed that any person who consumes or uses various goods or services is a consumer. In regards, those who buys goods for reselling is not a consumer. The best way to define consumer thus is: *“Anybody who chooses any goods or services and spends money to obtain them and uses them to satisfy his or her own needs”* taking this as an

example, he explained to the participants about the various Laws / regulations related to consumer protection. Some of the statutory rights granted to the consumers as per the Act are:

1. Right to Safety
2. Right to be informed
3. Right to choose;
4. Right to be heard;
5. Right to seek redressal;
6. Right to Consumer Education

The session was highly interactive as the participants raised many practical concerns and issues related to consumer complaints and redressal in the fields of telecom, consumer durables, Insurance sector and banking. Dr. Sanjay answered to the queries of the participants in a detailed manner satisfying all their queries and submissions.

Taking forward the discussion, Dr. Arun Sharma elaborated upon the demand side of the consumer rights as per the Act. It becomes the duty of the consumer to claim those rights. In his address, he informed that to avail consumer’s right to be heard - Every consumer must keep updated with the Acts. They must take



all precautions while making purchases or availing services like choosing the right goods/services at right price and must take all precautions of safety as explained. While saying so, he informed that four major components are of prime importance:

1. *Responsibility of self help*
2. *Proof of transaction*
3. *Proper and justified claim*
4. *Proper use of Product / Services*



Self help forewarns and forearms the consumer in case of cheating or suffering losses or damages or getting claim. He informed that while making complaints and claiming compensation - NEVER ever make unreasonably large claims. In courts of law huge unreasonable claims are considered irresponsible and may go against consumer's interest. Hence, as a consumer we must be CAREFUL while claiming COMPENSATION.

Session IV

- Theme** : **Key Provisions in the Electricity Act 2003 for empowerment/protection of consumers and Avenues for Consumer Participation in Policy Making and Regulatory Processes.**
- Facilitator** : **Mr. B.N.P. Singh, Electricity Consultant, Govt. of Jharkhand.**

Mr. Singh in his speech dealt in detail the key provisions of the Electricity Act 2003 and how it is



important for the consumer to adhere to the basic facts to avail the benefits laid for the consumer under the Electricity Act 2003, which is the 1st comprehensive Electricity Act of Independent India. This Act deals with Elect Generation, Transmission, Distribution & Trading, Covering Management of Electricity, Electricity Policy & Plan, Licensing, Tariff Determination, CEA , CERC, SERC, Electricity Tribunal, Re-Organisation of SEB,

Investigation, Offences and penalties, Special Courts, RLDC & SLDC & other Miscellaneous matters.

The main provisions of the Act are:

- An Act to consolidate laws relating to Gen, Trans, Distribution, Trading
- Use of electricity



- Taking measures conducive to development of electricity industry,
- promoting competition therein,
- **Protecting Interest of consumers**
- **Supply of electricity to all areas,**
- Rationalization of Electricity tariff,
- Ensuring transparent policies regarding subsidies etc,
- **Promotion of efficient policies,**
- Constitution of CEA , CERC , SERC, Gr Redressal Mechanisms
- Establishment of Appellate Tribunal for Electricity
- Matters connected therewith or incidental thereto.
- Establishment of Special courts dealing in Electricity alone*

As per the **Section 2 (15)/ EA 2003 of the Act: "consumer"** means any person who is supplied with electricity for his own use by a licensee or the Government or by any other person engaged in the business of supplying electricity to the public under this Act or any other law for the time being in force and includes any person whose premises are for the time being connected for the purpose of receiving electricity with the works of a licensee, the Government or such other person, as the case may be;

Important highlights for the benefit of the consumers in the ACT:

- Tariff determination taken out from the hands of suppliers / License and vested with Commissions. Tariff to be now determined in Transparent manner through Regulations
- Generation is not a licensed Activity
- CPP / Cogeneration highly encouraged.
- Any body can purchase Power from Any source any where within country on Choice.
- Multiple Distribution licensee in same area permitted
- Open Access in Transmission and Distribution lines is freely permitted.
- Monopoly is totally eliminated.
- Consumers demanding power have to be given power in time bound manner. Choice of consumer in selecting source will prevail.
- Consumer can shift from one supplier to supplier / licensee of his choice.
- No supply is to be made without installation of calibrated meter.
- Pre paid Energy meter are preferred choice
- Consumer can choose owning meters
- Consumer forums are set up for easy & timely billing grievance redressal.



- Power supply Quality standard to be ensured failing which compensation is to be paid. disconnection not permitted without 15 days disconnection notice even on non-payment of charge
- Electricity theft/ tempering with meter/ licensee network / conductors is severely punishable offence
- Consumers are to be educated by the licensee of their rights & privileges/ grievance redressal
- Consumers are to be educated by the licensee of the dangers from Electricity and essential safety measure for men and animals.
- Service & Protection to consumer hall mark of the EA 2003. Continuity of supply essential for all.
- Inefficiency cost shall not pass to consumers.
- Return on investments to be regulated & equitable for all whether private or public.
- Return to Power suppliers and Power generators are assured and are also linked to efficiency in performance.
- Competition between Industries is seen as a tool for healthy development of Industry, among others...

In regards consumer participation in Policy Making and Regulatory Processes, Mr. Singh was of the following view point:

- Policy making is function assigned to Central Government alone (as per EA ..Section 3)
- GOI is to develop **Electricity Policy and Tariff Policy** limited for development of power sector considering all the country's Resources
- GOI to consult State Govts, CERC & CEA.
- There is no specific provision for **Consumer participation in above policy making**
- what ever is there in the Act , it is always that Consumer can participate through workshops, seminars and also by writing to the GOI. Organisations of Repute / Educational Institutions /quality Professionals can always share their wisdom/ experiences even without planned legal mechanisms in the EA 2003.
- State Govts , FOIR and FOR can be used.
- CERC be used to ventilate to GOI (section-79-2)
- Consumer Participation in Regulatory Process is sufficiently covered in different Sections.
- Through EA Section (183) GOI already removed 9 difficulties within the time period allowed and now GOI should have distanced itself except for Policy / Plan matter.
- But it appears GOI / some State Govts love being very near & dear . In fact MOP/GOI is issuing directives one after the other relentlessly



- Such actions are cause of concern & are to derail Regulatory Process. **Needs positive reversal.**

Session V

Theme : Introduction to various laws/regulations for Consumer Protection
Facilitator : Mr. Sajjan Saraf, Jharkhand Chamber of Commerce and Industries Association.



Mr. Sajjan Saraf, Jharkhand Chamber of Commerce and Industries Association while presenting an overview of Consumer Awareness and Protection said that the consumer movement in India traces in antecedents to the independence movement when the consumer organizations got themselves registered in Chennai in 1930s. However, it was the enactment of

the consumer protection act in 1986 that brought within its ambit of protection a whole class of consumers previously not recognized by other consumer protection statutes. It therefore explicitly called for protection of not only those who could afford to purchase goods and services in the market place but also consumers from rural India who earn a meagre living out of engaging in small trading activities. They currently constitute to 92% of the country's workforce.

Liberalization is paving way for a market driven economy, where the manufacturers seek to maximize profits. Manufacturers are not often concerned about the quality of goods and services and their impact on the health of the people and the environment. Instead of consumer guiding the producer about what should be produced, it is the producer who decides what the consumer should want. The plight of the consumer is further worsened by the use of advertising techniques. Consumers are saddled with the problems of choosing between too many products with too less information. With the concentration of market in the hands of a few large corporations, it becomes important that the consumers are aware of their rights in order to ensure proper standards for the goods and services for which they make payment.



Session VI

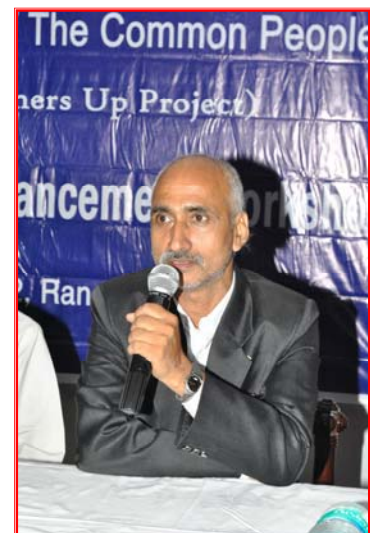
- Theme** : **Simulation Exercise on Drafting a Notice and filing a customer Complaint and Various avenues (formal /informal) available to Consumer for Grievance Redressal Mechanism**
- Facilitator** : **Mr. Om Prakash and Mr. Dilip Singh, State / District Consumer Forum, Jharkhand**



In this session, the team split into small group to do a brainstorming exercise on how to file a complaint around a thematic cause. Om Prakash and Mr. Dilip Singh steered the exercise and the participants did the small group session with utmost zeal and vigour. The best presentation was from group 2 – wherein they presented a case of being cheated while purchasing the bedsheet, and how this case was addressed in the consumer's forum.

Mr. Om Prakash from District Consumer Forum informed the participants that ‘for weak projection and implementation of consumer awareness & protection’ Government organizations, Departments and their employees alone were not at fault. In his view, ‘negligence on the part of consumers’ was equally responsible for the current condition. He felt that consumers in rural areas were the primary victims of mal-trade practices. Sharing his personal experiences, he felt that there was a difference between the awareness of people in developed countries and countries in the third world.

The session by Mr. Om Prakash was highly interactive and focused on various laws and acts in connection to COPRA. In the process he also oriented the participants on the basics of resource mobilization, raising funds and writing proposals. Thematics included a discussion on creating awareness on consumer protection through constant dialogue, representation of cases and issues and continued involvement of the mass media among the participants. He informed that the Consumer Protection Act 1986 is a social welfare legislation which was enacted as a result of widespread consumer protection movement. The main object of the legislature in the enactment of this act is to provide for the better protection of the interests of the consumer and to make provisions for



establishment of consumer councils and other authorities for settlement of consumer disputes and matter therewith connected. In order to promote and protect the rights and interests of consumers, quasi judicial machinery is sought to be set up at district, state and central levels. These quasi judicial bodies have to observe the principles of natural justice and have been empowered to give reliefs, of specific nature and also to impose penalties for non compliance of the orders given by such bodies.

Session VII

Theme : How to run Complaint Handling Information and Advisory Service (CHIAS) and Use of Right to Information for consumer protection
Facilitator : Mr. Arjun Kant Jha and Abhimanyu Singh, CUTS Jaipur.

Mr. Arjun Kant Jha and Mr. Abhimanyu Singh informed the participants that Complaint Handling Information and Advisory Service (CHIAS) has been an inherent and vibrant activity of CUTS, which was commenced as a programme supported by the Consumer Welfare Fund (CWF), Department of Consumer Affairs (DoCA), Government of India in 1998 named as 'District Consumer Information Cell' (DCIC). Services provided under CHIAS are:

- ▶ Advice on consumer protection related issues and complaints
- ▶ Publication of books, pamphlets, magazines and other materials on consumer related issues; and
- ▶ Handling consumer complaints through counselling and conciliation for quick and easy redressal.



Citing a few success stories, they informed that mechanisms such as CHIAS can be a handy tool to protect consumer interests in the region.



Session VIII

Theme : Basic Research and Documentation Skills
Facilitator : Mr. Ramakant Pathak, Management Consultant and Expert in Documentation.

In his presentation, Mr. Ramakant Pathak informed the participants that any gathering of data,



information and facts for the advancement of knowledge is Research. It is different as it is evidenced based and is systematic, objective, verifiable and empirical. To put up in a nutshell, "Research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue".

The goal of the research process is to produce new knowledge or deepen

understanding of a topic or issue. This process takes three main forms though the boundaries between them may be obscure. They are:

- [Exploratory research](#), which helps to identify and define a problem or question.
- [Constructive research](#), which tests theories and proposes solutions to a problem or question.
- [Empirical research](#), which tests the feasibility of a solution using empirical evidence.

There are two ways to conduct research:

- [Primary research](#): Using primary sources, i.e., original documents and data.
- [Secondary research](#): Using secondary sources, i.e., a synthesis of, interpretation of, or discussions about primary sources. There are two major research designs: qualitative research and quantitative research. Researchers choose one of these two tracks according to the nature of the research problem they want to observe and the research questions they aim to answer:
 - relationships between variables.
- [Qualitative research](#): Understanding of human behavior and the reasons that govern such behavior. Asking a broad question and collecting word-type data that is analyzed searching for themes. This type of research looks to describe a population without attempting to quantifiably



measure variables or look to potential relationships between variables. It is viewed as more restrictive in testing hypotheses because it can be expensive and time consuming, and typically limited to a single set of research subjects. Qualitative research is often used as a method of exploratory research as a basis for later quantitative research hypotheses.

- Quantitative research: Systematic empirical investigation of quantitative properties and phenomena and their relationships. Asking a narrow question and collecting numerical data to analyze utilizing statistical methods. The quantitative research designs are experimental, correlation, and survey (or descriptive). Statistics derived from quantitative research can be used to establish the existence of associative or causal

The process of a Research includes:

- Formulation of the problem
- Literature Review
- Selection of method, sampling
- Data Collection
- Data Analysis
- Write up

The major steps for Research Being:

- Identification of research problem
- Literature review
- Specifying the purpose of research
- Determine specific research questions or hypotheses
- Data collection
- Analyzing and interpreting the data
- Reporting and evaluating research

This incidentally gives a situational analysis of the problem and providing rationale and options for addressing the said problem in a variety of ways through and innovative manner.



Session IX

Theme : **Basic Advocacy and Communication Skills**
Facilitator : **Manish Kumar, Managing Director, Dynamic Tarang (P) Ltd.**

Mr. Manish Kumar in his speech outlined the basics of the thematic: advocacy and documentation skills. Orienting the participants on the meaning of advocacy, Mr. Kumar said that Advocacy is to take up any specified issue with a right person in a right manner to achieve desired results. We need to advocate for influencing the power relationship in favor of the marginalized, poor and ordinary people; For bridging the gap between institutional and substantive democracy; State obligation to protect and promote the rights of it's citizens and because Policy influencing goes beyond time and space

In such a scenario, we need to strategically plan by building the strengths of our people, by recognizing the strength of the opponent, by activating our friends for the cause and by attracting fence sitters to join us or remain passive.

While developing an advocacy plan, we need to internalize our capacities through the following

Looking outward:

- What do you want (strategic objective)
- Who can deliver it (identifying key audience)
- What they need to hear (issue framing)
- Who do they need to hear it from (picking messenger)
- How can we got them to hear it (means of delivery)

Looking inward:

- What we have (resources)
- What do we need to develop (gaps)
- How do we begin (first step)
- How do we tell it is working (evaluation)

Moving forward, Mr. Kumar informed that when we advocate, it is the judicial form, the media form, the bureaucratic form or the legislative form and therefore we should know the case well, the medium, mechanisms and the process of where and how to approach well.



Regards media advocacy, there are ten steps for an effective impact. They are:

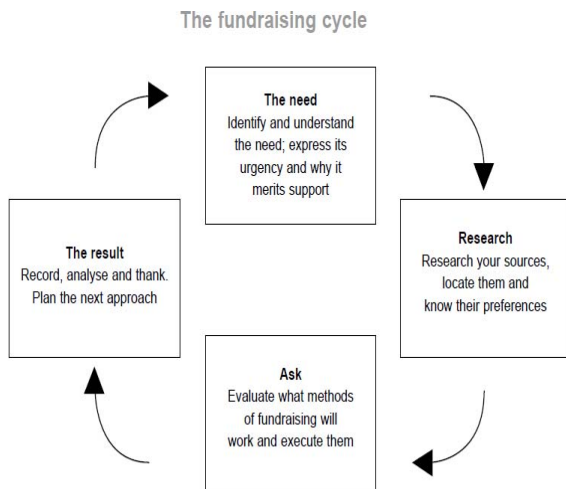
- Step 1 – Know Your Media
- Step 2 – Prepare Media List
- Step 3 – Develop Contacts
- Step 4 – Set Advocacy Goals
- Step 5 – Set Media Goals
- Step 6 – Decide Target Audience
- Step 7 – Frame Message
- Step 8 – Decide Media Outlets
- Step 9 – Implement Plan
- Step 10 – Analysis and plan

And therefore we should plan for an impacting success.

Session X

Theme : Resource Mobilization Skills
Facilitator : Subir Kumar, Management Consultant and Expert in Resource Mobilization and Public Private Partnerships.

Mr. Subir Kumar, in his presentation informed that Resource mobilization implies raising resources for a particular cause or the organization goal in general. It may be in form of money, volunteer services, skill transfer or in kind. The basic principal is therefore to address the fund raising vicious cycle depicted in the diagram:



He informed that the main sources of fundraising in India are from the following organizations / institutions:

- Individuals
- Government
- Companies
- Self earned
- Grant making agencies
- Foundations / Charity/ social organisations



And the techniques for fund raising include, proposal, concept notes, presentations, direct mails, legacies, face to face, payroll giving, donation boxes etc

While we attempt this, he informed that we should adhere to the basic golden rules:

- The income base should be broad based with more focus on self earned income
- Build brand value and reinforce it through communication materials, website and working, organizational logo, color scheme etc.
- Do SLOT analysis in relation to fund raising, donor relation audit, and PEST analysis before finalizing the business plan for future.
- Most of the people do not give simply because they were not asked so ask and make it convenient to give
- Resource mobilization should be a continuous process and it requires specific expertise, so it is better to have a dedicated team for it.
- The achievements/ success stories should have human touch to be more appealing rather than only highlighting statistics and activities.
- In the time of decreasing international aid to India, corporate, NRI and individuals can be potential source of funding.
- There is huge potential and need for capacity building of non-profit sector in India

Session XI

Theme : **Simulation on writing a proposal and making presentation for resource mobilization for consumer issues**
Facilitator : **Ashish Kumar, The Janaki Foundation, Jharkhand**

Basis the orientation of the participants for the last two days, Mr. Ashish Kumar from The Janaki Foundation guided the participants through the proposal building exercise. He informed the participants the rationale and the need for raising funds for the cause for which the proposal is being written should be clear while writing the proposal. The proposal should be evidenced based and carry logics and frameworks for further workings. This should be sufficed with the sustainability angle and the rationale, aims and objectives should be linked with the workplan and the budget to make it smart, contextual and appealing.

5. Conclusion

The orientation exercise ended with a feedback from the participants and vote of thanks to all the resource persons and participants from the CUTS and The Janaki Foundation team. Following conclusion emerged from the proceedings of the day:



- Establishment and strengthening of a State Consumer Welfare Fund;
- Establishment of a clear structure of responsibilities on consumer policy at State level;
- Formation of various committees dealing with consumer issues, such as the State Council, the Telecom Committee the Banking Committee, the Airlines Operators Committee, committees dealing with insurance companies and with tour operators etc;
- Effective support for formation and strengthening of Consumer Clubs;
- The website of the Department of Consumer Affairs, Govt. of Jharkhand should be developed;
- Establishments of norms for the work of lawyers and doctors; and Consumer awareness programmes on TV and radio.
- More initiatives shall be taken at the village level.
- Better access of the rural population to complaint resolution at the pre-litigation stage should be guaranteed by using the PRI;
- Personal consumer advice should be established not only for legal problems, but also for every day consumer problems (e.g. hallmarking of gold). Consumer advice centre could be revived;
- The Legal Aid Councils should be extended to rural communities and promoted;
- consumer issues in the strict sense were seen in close relationship with problems that rural people had in their quality as agricultural producers; like commercialisation of substandard seeds, better advice in production techniques, animal insurance etc. Their needs should be addressed.



“Indian Consumers in the New Age: A Forward Looking Agenda to Address the Concerns of the Common Man” (ConsumersUp)

**Agenda for Knowledge Enhancing Workshop (KEW)
Hotel Ranchi Ashok, Doranda, Ranchi.**

S. N.	Time	Subject of the Session	Facilitator
DAY-1 (May 14, 2012 - Monday)			
1	9.00- 9.30	Registration and Introduction of participants and sharing of agenda	The Janaki Foundation
2	9.30 - 10.00	Inauguration and overview of consumer awareness and protection	Shri. Sajjan Saraf, Jharkhand Chamber of Commerce and Industries Association.
2	10.00-10.30	Brief Presentation about ConsumersUp project objective/need of the workshop	CUTS, Jaipur
3	10.30 - 11.00	Consumer Rights and Duties in respect to ESI	Dr. Sanjay Kumar and Dr. Arun Sharma, ESI
4	11.00 - 11.30	Key Provisions in the Electricity Act 2003 <i>for empowerment/protection of consumers</i>	Shri. B.N.P Singh, Electricity Consultant, Ranchi
11.30-11.45		Tea Break	
3	11.30-11.30	<i>Introduction to various laws/regulations for Consumer Protection</i>	Shri. Rajiv Anand, District Court, Ranchi
11.30-11.45		Tea Break	
4	11.30 - 12.30	Avenues for consumer participation in policy making/regulatory process and tools	Mr. Micky, XISS Ranchi
5	12.30-13.30	<i>Simulation Exercise:</i> <ul style="list-style-type: none"> • <i>Drafting of notice and consumer complaint</i> • <i>Role play of proceeding in consumer forum</i> 	Shri. A.K.Mishra, Mr. Pankaj Kumar, Media and CUTS team.



13.30-14.30		Lunch Break	
6	14.30- 15. 30	<i>Various avenues (formal /informal) available to Consumer for Grievance Redressal Mechanism</i>	Mr. Om Prakash – District Consumer Forum
15.00- 16.15		Tea Break	
7	16.15-17.45	<ul style="list-style-type: none"> • <i>How to run Complaint Handling Information and Advisory Service (CHIAS)</i> • Use of Right to Information for consumer protection 	CUTS
8	17.45-18.00	<i>Feedback of day's proceeding and next day planning</i>	Participants
DAY -2 (March 15, 2012 – Tuesday)			
9	9.00- 9.30	Recap of the previous day	Participants
10	9.30- 11.00	Basic Research and Documentation Skills <ul style="list-style-type: none"> • Basic research tools & techniques • Data collection and analysis • How to write case studies 	Mr. Ramakant Pathak, Management Consultant and Expert in Research and Documentation.
11.00-11.15		Tea Break	
11	11.15- 13.00	Basic Advocacy and Communication Skills Session Objectives: <ul style="list-style-type: none"> • Relevance of advocacy in the ConsumersUp project • Advocacy tools and types • Basic rules of communication and importance/use for advocacy 	Mr. Manish Kumar, Managing Director, Dynamic Tarang (P) Ltd.
13.00- 14.00		Lunch Break	
12	14.00- 15.00	Resource Mobilisation Skills <ul style="list-style-type: none"> • Basics of resource mobilisation • Tools & Techniques • How to write a proposal • Main sources for resource mobilisation 	Mr. Subir Kumar, Management Consultant and Expert in Resource Mobilization, Jharkhand



13	15.00- 16.00	<i>Simulation exercise on writing a proposal and making presentation for resource mobilisation for consumer issues</i>	Mr. Ashis Kumar, The Janaki Foundation Jharkhand
14	16.00-16.30	<i>Preparing an action plan to take up consumer issues by participants</i>	
15	16.30-17.00	Feedback and Evaluation of the Workshop Vote of thanks	The Janaki Foundation and CUTS
17.00 onwards		Tea & Departure	

