

## Consumer Affairs

Sl. No.	Name of Schemes/Projects
1	Consumer Protection/Awareness/Education
2	Integrated Project for Consumer Protection (Confonet, integrated project NCDRC, NCPA, State Consumer Helpline)
3	Forward market Commission
4	Weights and Measures
5	National Test House
6	National System for Standardization, database, Assessment and Quality Campaign including Bureau of Indian Standards
7	Gold Hallmarking

**1. Consumer Awareness** - keeping in view the variegated nature of consumer media strategies are required to be conceived focusing the nature of audience using the most effective channels of communication such as :

### **I. Electronic Media-**

#### **Doordarshan**

To telecast spots carrying messages in regional languages from

- (a) Regional Kendras
- (b) Krishi Darshan Programmes
- (c) Kalyani programmes
- (d)

Relay of serial on consumer issues relevant to rural areas at prime time to ensure maximum viewing.

#### **Private Channels**

Telecast of spots from popular channels as well regional channels.

#### **All India Radio**

To reach illiterate /semi literate in remote and backward areas ,regional stations of All India Radio are required to be made use of specially and continuously as a reminder medium.

## **II Print Media**

- (a) Educate and empower consumer through information in local regional languages in regional papers to have maximum impact.
- (b) Distribution of printed publicity material in local language through Panchayats/ Local Bodies.
- (c) Distribution of audio /video messages dubbed in regional languages.
- (d) Dissemination of consumer awareness in local languages through Meghdoot post cards.

## **III Outdoor Publicity**

- (a) For maximum penetration ,one to one media in the form of Mobile Vans, Fo
- (b) Vans, Haat, Campaign, Wall Painting, Hoardings at airports, metro stations, Railway inside paneling exhibitions etc. are perceived to be effective mode of communication.
- (c) Cultural programmes through Song and Drama Division at rural and remote places.
- (d) Assistance to State Governments/ UTs to create awareness in rural and backward areas through distribution of material in local languages during local festivals ,developing of folk song ,audio cassettes and distribution among rural masses ;using folk forms around consumer issues etc.

### **1. Consumer Protection**

**Computerisation and Computer Networking of Consumer for a (CONFONET)** -The project is being implemented through the National Informatics Centre (NIC) on turnkey basis ,which would provide for computerization of all consumer for a in the country and that all the

consumer for a would be connected through a network for exchange of information ,among consumer for a &Consumers. This would enable the Consumer for a to access information leading to faster &quicker disposal of complaints.

### **Strengthening Consumer Fora :-**

The Scheme would further strengthen the infrastructure of the Consumer Fora so as to provide the minimum level of facilities required to make these For a fully functional .The assistance to all the eligible States/UTs will strengthen the infrastructure of the Consumer For a for their effective functioning .

**Construction of building of the National Consumer Disputes Redressal Commission (National Commission ) :-** Constuction of the office building as part of the integrated Office omplex . Availability of adequate space would enable the National Commission to function more efficiently . It will also provide more consumer friendly facilities to enable more benches to be operational for expeditious disposal of cases.

**Weights and Measures :-** Strengthening of Weights and measurement activities in States with laboratories faculty. In the field of development of Standards, Legal Metrology and Conformity assessment ,the strategy would be to bring it at par with the International practices so that Indian manufacturing and services sector become more and more internationally competitive as also provide protection to Indian consumers against exploitation . The Department would like to ensure a significant role in standard starting at the international level and also endeavour to provide adequate quality infrastructure in the country.

## **2. Forward Market Commission:-**

The Forward Market Commission has one approved scheme Strengthening of FMC which was introduced in 2005-06. The objective of this scheme is to strengthen and enhance the capabilities of FMC in terms of resources , expertise and operational flexibility to meet the challenges of a rapid growing commodity future markets.

The main components of the scheme , Strengthening of FMC are :

Strengthening FMC through training cum capacity building programmes

Upgradation of IT facilities required for real time regulation of commodity future markets

Creating the necessary ICT framework for dissemination of spot and future prices to farmers and other stakeholders in partnership with commodity exchanges , State governments, APMCs and other institutions such as banks, post offices etc.

Implementing nation –wide awareness campaigns and other programmes to create awareness among various stakeholders for generating awareness about commodities futures trading and its benefits.

Co-ordination with International Regulatory bodies for better cross border regulation and increased adoption of international best practices in the Indian Markets.

The objective of the Plan Scheme is to establish a well regulated Commodity Futures Market that provides an efficient platform for price discovery and price risk management and;

Increased and informed participation in the Commodity Futures Market by all constituents including farmers. The FMC proposes to introduce the futures market to stakeholders in the North East during 2008-09. Therefore ,awareness creation and capacity building are the two main objectives proposed to be undertaken in the North East during 2008-09. Awareness creation will include interactions with stakeholders , placement of advertisement about the futures market and commissioning studies on the prospects of futures trading in the NE states.

### **3. National Test House**

NTH (NER ) , Guwahati established in the year 1996 has been catering to the needs of the entire North Eastern Region of the country in the field of testing and quality assurance of engineering materials/products pertaining to civil and chemical discipline since its inception. NTH Guwahati has been functioning from a semi- permanent shed provided by the Government of Assam. In view of the expansion of activities of NTH including the setting up of Centres of Excellence as envisaged in the XI Plan Scheme , the semi permanent shed where NTH Guwahati is functioning is not at all adequate . Further ,keeping in view the prospect of further growth of industries in NE region ,expansion activities of NTH Guwahati are essentially required by way of creation of facilities in the field of physico-mechanical and chemical during XI Plan period. Accordingly, a total outlay of Rs 6.33 crores has been provided under the NTH XI Plan Scheme for building construction, procurement of equipment , R&D and maintenance and other plan activities of NTH Guwahati.

In Annual Plan 2008-09 , funds amounting to Rs 1.40 crores have been earmarked for NTH Guwahati .

**4. Bureau of Indian Standards:-**

**National System for Standardization and National System Regulatory Data Base and HRD/ Capacity Building and Consumer Education Training ;Gold Hallmarking :-**

**(i) HRD and Capacity Building in Educational Institutions:**

- (a) Introduction of the process of Standardization and Standards relating to important socio-economic sectors in Professional, Technical and Higher Educational Institutions.
- (b) Enhancing the availability of trained manpower for above

**(ii) Gold Hallmarking Scheme**

As envisaged in the pilot scheme ,35 locations were identified by the Executive Committee and advertisement inviting expression of interest from potential applicants for setting up of centre was released in December 2005 & June 2006.

Since the response from the applicants in setting up centres was lukewarm as reviewed by the Executive Committee, it was decided to give wider choice of 53 locations to potential applicants for setting up of centres for which advertisement was released in October 2006.