

Grassroots Reachout and Networking in Rajasthan through Consumer Action (GRANIRCA) Project Launch Meeting

Date: Wednesday, March 17, 2010

Time: 10.30 to 13.00

Venue: Country Inn Suites, Jaipur (Rajasthan)

**Chief Guest: Shri. Rajiv Agarwal, Secretary, Minister of Consumer Affairs, Food and Public
Distribution, Government of India**

Programme Objective:

The objective of the launch meeting is to bring all the stakeholder working on consumer issues (comprising CSOs, line departments, media, consumer activists and experts) on a common platform to make them aware of the GRANIRCA project objectives, activities etc. to ensure their active participation and support for the project and also to discuss emerging consumer issues.

About the Project:

Lack of consumers' access to adequate information, improper understanding about the redressal mechanism/procedure as well as other socio-economic vulnerabilities of individuals and households are the reasons that the under-privileged classes are not getting justice. To address the problem, CUTS is partnering with the Ministry of Consumer Affairs, Food and Public Distribution, Government of India to implement the project in 12 districts of Rajasthan. The purpose of this project is to enhance strong consumer movement at the grassroots in the State by ensuring an enabling environment for protecting consumer's interests, which will, in turn, would contribute towards the national interest.

Support & Implementation:

The project is being implemented by CUTS Centre for Consumer Action, Research & Training (CUTS CART) with financial assistance under the Consumer Welfare Fund (CWF) by the Ministry of Food and Consumer Affairs, Government of India.

Project Activities:

- State Launch cum orientation of district partners
- Research activities that include: identification of NGOs, diagnostic survey of the consumer protection system, needs assessment, field study, data collection, compilation and analysis on relevant consumer issues.
- 72 Public interface/hearing and outreach meetings on consumer issues.
- 36 District level training workshops at each of the 12 districts headquarter.
- 3 State Feedback Roundtables to share and consolidate the learning from various districts to build and strengthen the network.
- 12 Media sensitisation workshops in each of the districts and 2 at the state level.
- Advocacy with the concerned government agencies with the state and the central government.
- Complaints Handling, Information and Advisory Services (CHIAS) through a dedicated cell at the district headquarters.
- Publication of reports, briefing papers and newsletters and creation of a programme website and a collective communication device for wider outreach.

Project Duration & Coverage:

The project period is three years, i.e. January 2010 to December 2012. Covering 12 districts of Rajasthan; namely Tonk, Chittorgarh, Kota, Bundi, Alwar, Banswara, Jodhpur, Jalore, Churu, Sikar, Dholpur and Dausa.

For more information contact:

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