

Government of Orissa
Food, Supplies & Consumer Welfare Department

No.CWC-77/10
From

20535

/ dated Bhubaneswar, the 23.11.10

Smt. Puspalata Samal
AFA-cum-Under Secretary to Government.

To

The Principal Accountant General(A. & E.)Orissa,Bhubaneswar
The Accountant General(Audit) Orissa, Bhubaneswar.


Sub: Sanction of Rs.9,00,000/- ((Rupees Nine lakhs) only
towards Organising district level Workshop on Consumer
Awareness/Protection.

Sir,

I am directed to convey the sanction of Governor to an expenditure not exceeding Rs.9,00,000/- (Rupees Nine lakhs) only to all Collectors. to meet the expenditure incurred in connection with organizing district level Workshop to spread Consumer Awareness/protection amongst the Consumers @ Rs.30,000/-(Rupees Thirty thousand) only per district.

The charges is debitable to Demand No.2408-Food Storage and Ware Housing-State Plan-State Sector- 01-FOOD-101-procurement & Supply -800-other expenditure-2278-State Consumer Protection Programme-41048-Grants-869- Grants for protection to PDS and other General Consumers (Voted) in the Budget Estimate for the year 2010-11.

Yours faithfully,

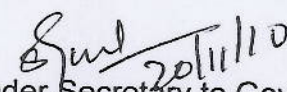

AFA-cum-Under Secretary to Govt.

Memo No.

20536

/Dt. 23.11.10

Ink signed copy forwarded to Try.Officer,Spl.Try.No.II, OLA
Campus,Bhubaneswar for informationa and necessary action.


AFA-cum-Under Secretary to Govt.

Memo No.

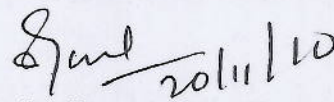
20537

/ Dt. 23.11.10

Copy forwarded to Budget and Finance section / Audit Section / Ink signed coy to
Account Section(in duplicate)for information and necessary action.

The Budget and Finance section is requested to place necessary allotment in favour of the D.D.O.(Accouns)Food, Supplies and Consumer Welfare Deptt. for drawal of the amount.

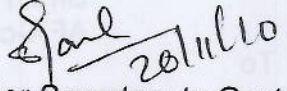
The Account Section is requested to draw and disburse/remitt the same to all the Collectors in shape of Bank Draft.


AFA-cum-Under Secretary to Govt.

Memo No. 20538 / Dt. 23.11.10

Copy forwarded to all the Collectors for information and necessary action.
They are requested to spend the amount towards organizing district level Workshop to spread Consumer Awareness / Protection amongst the Consumers. They are also requested to furnish U.C. to this Department immediately after utilization of funds

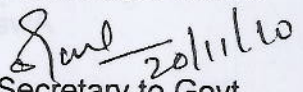
Memo No. 20539 / Dt. 23.11.10


AFA-cum-Under Secretary to Govt.

Copy with copy of its enclosure forwarded to Sri Achyutananda Prusty, DEO, FS & CW Deptt. for information and necessary action.

He is requested to host the sanction order along with the detailed guidelines enclosed therein in the Department Website.

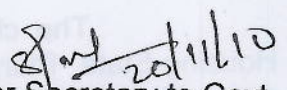
Memo No. 20540 / Dated: 23.11.10

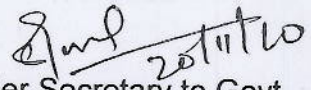

AFA-cum-Under Secretary to Govt.

Copy forwarded to the Technical Director, N.I.C. Bhubaneswar for information and necessary action.

He is requested to please prepare a simple application on Website to host monthly monitoring of utilization of funds received by the Collectors of the concerned districts.

Memo No. 20541 / Dated: 23.11.10
Copy to Guard File(5 copies).


AFA-cum-Under Secretary to Govt.


AFA-cum-Under Secretary to Govt.

GUIDELINE FOR UTILISATION OF FUNDS

1. The present allotment is a grant -in -aid from the Central Plan Scheme Govt.of.India.
2. It has been mentioned by Govt.of India that next installment of grant -in -aid under the scheme in subject to early utilization of funds and submission of Utilisation Certificate.
3. Categories of Utilisation
 - a. Observation of National Consumer Day on 24th December.
 - b. Observation of World Consumer Rights Day on 15th March.
 - c. Display and dissemination of Consumer awareness related publicity materials during local Weekly,Haats, Melas and local Festivals.
 - d. Involvement of I & PR Department, PDS outlets and vehicles for Consumer Awareness Programme.
 - e. Wall writing on the PDS outlets having address of respective Dist Forum and National Helpline No-1800-11-4000.
 - f. Display of Consumer Awareness message in local language at village Mandis, Agricultural Regulated Markets/ Vegetables market, Schools,Colleges, Panchayat Offices, PostOffices, PDS outlets and other prominent places.
 - g. Dissemination of Consumer Awareness message through local-folk troupes by way of street plays, Palas, Daskathia, Magic Shows, Marathon Race, Rallies etc.
 - h. Development of folk songs audio cassettes and distribution among rural masses, Schools, Colleges, Voluntary organisaion etc.
 - i. Publishing and distribution of hand bills/ Pamphlets in local languages for distribution among school students, panchayats and rural masses.
 - j. Organising debates exhibitions, essays and competitions among students from primary level to colleges on issues standing to Consumer Awareness.
4. The National Consumer Rights days and World Consumer Rights Days must be organized at every Block and Dist level through participation of all Block/ District level, Govt Officers, Local PRI's, VCO's/NGO's, traders, consumers, students, businessmen etc.

GUIDELINES FOR ENGAGEMENT OF VCOs/NGOs

1. Consumer Awareness Programme meeting, whenever felt necessary, may be organised through local reputed VCOs/NGOs while engaging VCOs and NGOs following aspects may be looked into. The organization:-
 - (I) Must be a registered one under Societies Registration Act/Companies Act/The Trust Act or any other law for the time being in force, with complete Postal Address, Phone No., FAX No. and E-mail address etc. .
 - (II) Must have completed at least three years from the date of registration.
 - (III) Must have undertaken consumer awareness programmes.
 - (IV) Must have an office in the district.
 - (V) Must not have been blacklisted by any Department /Offices of Govt. of India or Govt of Orissa.
 - (VI) Must have utilised and U.C sent to proper quarters against grants received from F.S. & C.W. Department.
2. However before engaging any VCO/NGO for such activities the antecedents of the concerned VCO/NGO should be properly verified and proper utilisation of the grant should be ensured.
3. Sample copies of text of some consumer awareness message have been sent vide this Department Sanction Order No.21339 dt.06.10.2009, which may be referred to.

