

Government of Orissa
Food, Supplies & Consumer Welfare Department

No.CWC-79/10 ²⁰⁵⁴² / dated Bhubaneswar, the 23.11.10
From

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

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

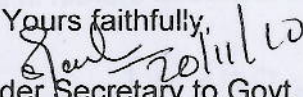
Sub: Sanction of Rs.3,00,000/- ((Rupees Three lakhs) only
towards Observance of National Consumer Day,2010 on
24.12.2010 and World Consumer Rights Day, 2011 on 15.03.2011.

Sir,

I am directed to convey the sanction of Governor to an expenditure not exceeding Rs.3,00,000/- (Rupees Three lakhs) only to all District Collectors. On Observance of National Consumer Day, 2010 on 24.12.2010 and World Consumers Rights Day, 2011 on 15.03.2011 at all districts @ Rs.5,000/-(Rupees Five Thousand) only for National Consumer Day and @ Rs.5,000/-for World Consumer Rights Day per each district to meet the expenditure to be incurred in connection with Observance of National Consumer Day ,2010 and World Consumer Rights Day, 2011.

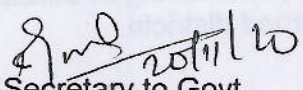
The charges is debitable to Demand No.2408-Food Storage and Ware Housing-State Plan-State Sector- 01-FOOD-101-procurement & Supply - 800-other expenditure-2278-State Consumer Protection Programme-41048-Grants-869- Grants for protection to PDS and other General Consumers (Voted) in the Budget Estimate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

Yours faithfully,


AFA-cum-Under Secretary to Govt.

Memo No. ²⁰⁵⁴³ /Dt. 23.11.10

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


AFA-cum-Under Secretary to Govt.

Memo No. 20544 / Dt. 23.11.10

Copy forwarded to Budget and Finance section / Audit Section / Ink signed copy 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. (Accounts) Food, Supplies and Consumer Welfare Deptt. for drawal of the amount.

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

[Signature]
20/11/10

AFA-cum-Under Secretary to Govt.

Memo No. 20545 / Dt. 23.11.10

Copy forwarded to all the Collectors for information and necessary action.

They are requested to spend the amount @ Rs.5,000/- for National Consumer Day, 2010 and @ Rs.5,000/- for World Consumer Rights Day, 2011 as per enclosed Guidelines (Annexure II & III). They are also requested to furnish U.C. in GPR-19(A) (copy enclosed). To this Deptt. immediately after utilization of funds 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

[Signature]
20/11/10

AFA-cum-Under Secretary to Govt.

Memo No. 20546 / Dt. 23.11.10

Copy along with 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.

[Signature]
20/11/10

AFA-cum-Under Secretary to Govt.

Memo No. 20547 / Dated: 23.11.10

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 from the Collectors of the concerned districts.

[Signature]
20/11/10

AFA-cum-Under Secretary to Govt.

Memo No. 20548 / Dated: 23.11.10

Copy to Guard File (5 copies).

[Signature]
20/11/10

AFA-cum-Under Secretary to Govt.

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ANNEXURE-II

GUIDELINE FOR UTILISATION OF FUNDS

1. The present allotment is a grant -in -aid from the Central Plan Scheme of 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.

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ANNEXURE-III

GUIDELINES FOR ENGAGEMENT OF VCO's /NGO's

1. Consumer Awareness programme meetings, wherever felt necessary, may be organised through local reputed VCO's /NGO's While engaging VCO's and NGO's 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 utilized and U.C sent to proper quarters against grants received from F.S & C.W Deptt.

2. However before engaging any VCO/NGO for such activities the antecedents of the concerned VCO/NGO should be properly verified and proper utilization of the grant should be ensured.

3. Sample copies of text of some consumer awareness messages are enclosed for reference.
