

B.S.K.D.

Government of Orissa
Food, Supplies & Consumer Welfare Department

No. CWC-5/2010 15919 / dated Bhubaneswar the 7.9.10

From

Smt. Puspalata Samal,
A.F.A.-cum-Under Secretary to Government.

DYN-944

15-09-10

To

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

Sub: Sanction of Funds Rs.60,00,000/- Rupees Sixty Lakh) only for
Creating Consumer Awareness activities in the District.

Sir,

I am directed to convey the sanction of the Governor to
expenditure not exceeding Rs.60,00,000/- (Rupees Sixty Lakh) only for
Creating Consumer Awareness in District as per Annexure-I and the
guidelines Annexure-II & III (copies enclosed).

Charge is debitable to Demand No.9-2408-Food Storage &
Warehousing-Central Plan-State Sector-01-Food-101-Procurement & Supply-
1881-Consumer Awareness Programme-41078-Grant-in-Aid (voted) in
Budget Estimate 2010-2011.

Yours faithfully,

[Signature]

A.F.A.-cum-Under Secretary to Government.

Memo No. 15920 / dt. 7.9.10

Copy with copy of enclosures (Annexure-I, II & III) forwarded to
the Treasury Officer, Spl. Treasury No.II, OLA Campus, Bhubaneswar for
information and necessary action.

A.F.A.-cum-Under Secretary to Government.

Memo No. 15921 / dt. 7.9.10

Copy with copy of enclosures (Annexure-I, II & III) in duplicate
forwarded to the Accounts Section, F.S. & C.W. Department for information
and necessary action. They are requested to draw the amount and remit the
same in shape of Bank Draft to the ADM-cum-District Consumer Officer of all
districts as per Annexure-I under intimation to C.W Section immediately.

A.F.A.-cum-Under Secretary to Government.

Memo No. 15922 / dt. 7.9.10

Copy with copy of enclosures (Annexure-I, II & III) forwarded B & F Section/ C.W. Section (15 copies)/ Audit Section for information and necessary action. B & F Section is requested to place necessary allotment in favour of Desk Officer-cum-(DDO) to F.S. & C.W. Department for necessary drawal and disbursement.

A.F.A.-cum-Under Secretary to Government

By FAX/POST

Memo No. 15923 / dt. 7.9.10

Copy with copy of enclosures (Annexure-I, II & III) forwarded to all Presidents, Dist. CDR Forums/ All ADM-cum-District Consumer Protection Officer/ All Civil Supplies Officer/ ACSO, Bhubaneswar, Berhampur & Rourkela for information and necessary action.

The ADM-cum-DCPO's are requested to utilize funds as per the guidelines Annexure-II and submit utilization certificate in GFR 19-A (copy enclosed) to this Department latest by February 2011.

Memo No. 15924 / dt. 7.9.10

Copy with copy of enclosures (Annexure-I, II & III) forwarded to the Deputy Director (Publicity), Ministry of Consumer Affairs, Food & Public Distribution, Department of Consumer Affairs, Govt. of India, Shastri Bhawan, New Delhi-110001/ the Secretary Ministry of Consumer Affairs, Food & Public Distribution, Department of Consumer Affairs, Govt. of India, Krishi Bhawan, New Delhi-110001 for information and necessary action with reference to their letter No.22 (4)/2009-pub dated 5.11.2009 and D.O. No.28/02/2010-pub. dt. 19.7.2010.

A.F.A.-cum-Under Secretary to Government

ANNEXURE-1

Sl.No	Name of the District	Amount in lakhs (Rs.)	In favour of ADM-cum- District. Consumer Protection Officer
1	Angul	2.00	Angul
2	Balasore	2.00	Balasore
3	Bhadrak	2.00	Bhadrak
4	Baragarh	2.00	Baragarh
5	Bolangir	2.00	Bolangir
6	Boudh	2.00	Boudh
7	Cuttack	2.00	Cuttack
8	Deogarh	2.00	Deogarh
9	Dhenkanal	2.00	Dhenkanal
10	Gajapati	2.00	Gajapati
11	Ganjam	2.00	Ganjam
12	Jagatsingpur	2.00	Jagatsingpur
13	Jajpur	2.00	Jajpur
14	Jharsuguda	2.00	Jharsuguda
15	Kalahandi	2.00	Kalahandi
16	Kendrapara	2.00	Kendrapara
17	Keonjhar	2.00	Keonjhar
18	Khurda	2.00	Khurda
19	Koraput	2.00	Koraput
20	Malkangiri	2.00	Malkangiri
21	Mayurbhanj	2.00	Mayurbhanj
22	Nawarangpur	2.00	Nawarangpur
23	Nayagarh	2.00	Nayagarh
24	Nuapada	2.00	Nuapada
25	Phulbani	2.00	Phulbani
26	Puri	2.00	Puri
27	Rayagada	2.00	Rayagada
28	Sambalpur	2.00	Sambalpur
29	Sonepur	2.00	Sonepur
30	Sundergarh	2.00	Sundergarh
	Total	60.00	

AN GUIDELINE FOR UTILISATION OF FUND

1. The present allotment is a grant -in -aid from the Central Plan Sch. Govt.of.India.
2. It has been mentioned by Govt.of India that next installment of grant -in -a 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.

