

E-D

GOVERNMENT OF ORISSA
FOOD, SUPPLIES & CONSUMER WELFARE DEPARTMENT

No.CWC- 77/2010 1761 / dated Bhubaneswar, the 28-1-2011
83/2011

From

Sri Amarnath Mahalik,
FA-cum-Joint Secretary to Government,

To

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

Sub :-

**Sanction of Rs.15,00,000/- (Rupees Fifteen lakhs) only towards
Organizing another district level Workshop on Consumer Awareness/Protection
programme for 2010-2011.**

Sir,

I am directed to convey the sanction of Governor to an expenditure not exceeding Rs.15,00,000/- (Rupees Fifteen lakhs) only to all 30 (Thirty) Collectors of the State to meet the expenditure incurred in connection with organizing another district level workshop to spread Consumer Awareness/Protection amongst the Consumers @ Rs.50,000/- (Rupees Fifty thousand) only per district.

The charge is debitible to Demand No.9-2408-Food Storage & Ware Housing-State Plan-State Sector-01-FOOD-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,

Memo No. 1762 / Bhubaneswar, dated, the 28-1-2011 FA-cum-Joint Secretary to Government

Ink-signed copy forwarded to the Treasury Officer, Special Treasury No.II, O.L.A. Campus, Bhubaneswar for information and necessary action.

FA-cum-Joint Secretary to Government

Memo No. 1763 / Bhubaneswar, dated, the 28-1-2011

Copy forwarded to Budget & Finance Section/ Audit Section/ **Ink signed** copy (in duplicate) to Accounts Section for information and necessary action.

The Accounts Section is requested to draw and disburse the same to the Collectors in shape of Bank Draft.

Memo No. 1764 / Bhubaneswar, dated, the 28-1-2011 FA-cum-Joint Secretary to Government

Copy forwarded to All 30(thirty) Collectors of the State for information and necessary action.

They are allotted with Rs 50000/- (Fifty thousand) each in shape of bank draft and requested to spend the amount towards organizing another/ second district level workshop in their District headquarters 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. 1765 / Bhubaneswar, dated, the 28-1-2011 FA-cum-Joint Secretary to Government

Copy to Sri Achyutananda Prusty, DEO, F.S. & C.W. Department for information and necessary action.

He is requested to host the sanction order in the Department Website.

Memo No. 1766 / Bhubaneswar, dated, the 28-1-2011 FA-cum-Joint Secretary to Government

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. 1767 / Bhubaneswar, dated, the 28-1-2011 FA-cum-Joint Secretary to Government

Copy to Guard file (10 copies).

FA-cum-Joint Secretary to Government.

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Guideline for organising district level workshop on Consumer Awareness for 2010-11 along with the guideline at Annexure-I

1. The funds will be utilised for organising workshop in the District level for Consumer Awareness. The P.R.I. members like Sarapanch, Samiti member, the members Zilla Parishod, Chairperson of urban local bodies in the district, councillors of ULBs, President of District Federation & SHGs, Nodal VCO in the District, president of DCDRF Co-ordinator of Consumer Clubs may participate in the workshop.
2. There will be four stalls to enlighten the Consumers of about their activities.
3. State Level Co-ordinator of Indian Oil Corporation (b) Legal Metrology (c) OSCSC Ltd., (d) Bureau of Indian Standards may disseminate the message of their activities to the Consumers through their stalls during workshop.
4. A banner shall be erected in the back drop of the dias containing the toll free No. of Consumer Helpline 18003456724 & Sanjog Helpline-155335.
5. A Debate competition should be held amongst the College Students much prior to date fixed for organising the workshop. Three prizes may be awarded to the winners on the date of the workshop on the topic.

GUIDELINE FOR UTILISATION OF FUNDS

ANNEXURE I

1. The present allotment is under consumer protection (State plan) 2010-11.
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 District 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, Post Offices, 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 organisation 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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