

## GUIDELINE FOR UTILISATION OF FUNDS ANNEXURE-II

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 24<sup>th</sup> December.
  - b. Observation of World Consumer Rights Day on 15<sup>th</sup> 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.

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