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Government of India
Department of Consumer Affairs
(Publicity Division)

Krishi Bhawan, New Delhi
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CIRCULAR

Sub:- Draft guidelines for supporting / participation in Fairs / Festivals / Events by Department of Consumer Affairs – Inviting suggestions / comments from Stakeholders

The draft guidelines for supporting / participation in Fairs / Festivals / Events by Department of Consumer Affairs under the scheme of Consumer Awareness are enclosed. Comments / suggestions on these guidelines are invited from various stakeholders such as State / UT Governments, Event organisers, Voluntary Consumer Organisations etc. The comments / suggestions may be sent to the undersigned by post / email (at pradeep.b@nic.in or s.vansil@gov.in) at the earliest and **latest by 30th August, 2019.**

Encls: As above


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Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Consumer Affairs
(Publicity Division)

**Draft guidelines for supporting / participation in Fairs / Festivals /
Events by Department of Consumer Affairs**

Department of Consumer Affairs is mandated to protect the rights of consumers and also to set up redressal mechanisms relating to consumer grievances. Towards this end, Consumer awareness is vital. One of the important activities is participation / co-sponsoring in various events held in the country with the following objectives:-

- i. To publicize the Jago Grahak Jago campaign so as to make the consumers aware about their rights as consumers and dos and don'ts relating to buying goods and services.
- ii. To disseminate information relating to consumer awareness in rural and remote areas
- iii. To guide the consumers about ways to redress their grievances, etc.

SCOPE

2. These events may include, inter alia, sporting events, fairs in rural areas, media events, exhibitions, commodity specific expos etc.in urban areas which receive extensive media coverage and provide a large and effective platform for achieving widespread exposure and reach amongst target audience.

SELECTION OF EVENT

3. Fairs /Festivals /Events shall be selected for participation on the basis of the event in terms of likely footfall, visibility of the event, publicity propaganda undertaken by the organizers, number of times the event has taken place, output produced, tangible results during previous event, etc. Normally, events with duration upto seven days shall be selected for participation. But in exceptional circumstances and based on past experience, events with duration more than seven days shall also be considered for participation subject to convincing justifications and approval of Hon'ble Minister. The event organized for participation shall be verifiable through internet.

ELIGIBILITY

4. Participation of the Department in such events, especially where large number of people from rural and backward areas congregate may be done through its own offices / resources or through engagement of Event Management Agency / Industry bodies who may be Non-Governmental organisations, Trusts, State Governments etc. In case of societies, NGOs, Trusts etc., the organisation should have been functioning and registered under the Societies Registration Act (XXI of 1860), Trusts Act, Companies Act or any Central or State Act for at least three years.

The guidelines will, however, not be applicable to such organisations or institutions which are functioning as religious institutions.

PROCEDURE FOR SELECTION

5. These agencies would be selected, after following due procedure as given in the General Financial Rules and related instructions issued by Ministry of Finance from time to time. If needed, EOIs would be

floated in order to select agency for fabrication of stalls and related logistics at the event. Any of the associated organizations of the Department may also be entrusted to participate in the event on behalf of the Department for carrying out codal formalities.

SPONSORSHIP / CO-SPONSORSHIP

6. Prior confirmation from the Department is required to be obtained by the organisation, before the start of the event, if sponsorship/ co-sponsorship for the event is sought by the organisation. Use of the Jago Grahak Jago logo would be allowed subject to the Terms & Conditions of the Department of Consumer Affairs.

EVENTS ORGANISED BY GOVT. OF INDIA/PSUs

7. Priority would be given for participation in various events organized by different Ministries/Departments of the Government of India such as Barat Parva of Ministry of Tourism, India International Trade Fair of Ministry of Commerce etc. In all such cases, the proposals would be examined by the specially constituted committee and the recommendations of the committee will be submitted thereafter, following due process, for required concurrence / approval in the Department as per existing procedures.

EVENTS ORGANISED BY STATE/UT GOVTs.

8. Wherever the events are organized by the State/UT Governments, the Department would consider releasing the financial assistance in the form of Grants-in-aid to the respective States/UTs. The proposals would be examined by the specially constituted committee and the recommendations of the committee including financial support will be submitted thereafter, following due process, for required concurrence / approval in the Department as per existing procedures.

SPECIALLY CONSTITUTED COMMITTEE

9. It has been decided to put into place a mechanism of **specially constituted committee** which will assess the potential of the event to promote consumer awareness and participation of the Department. The composition of the Committee would be as follows:

- Joint Secretary (in charge of publicity) - Chairperson
- Director (BIS) - Member
- Director/DS (CPU) - Member
- Director (Publicity) - Member Secy.

TERMS OF REFERENCE

10. The Committee would make recommendations regarding participation in the event **costing more than Rs. 5 lakh** based on an assessment of:

- (i) The potential of the event to promote consumer awareness.
- (ii) The profile of the event, the target audience, the exposure/reach offered and the deliverables that would be provided.
- (iii) Modalities to be followed viz. floating of EoI, release of grants to States/UT Governments, financial sanction to Ministries/Department etc.

Note: The proposals up to Rs. 5 lakh will be processed on file following procedure laid down in GFRs.

The proposal will be submitted thereafter, following due process, for required concurrence / approval in the Department as per existing procedures.

INITIAL SCREENING

11. All proposals received for participation / sponsorship / co-sponsorship of Department in various events would be initially screened in the Publicity Division clearly listing out the details and profile of the events, profile of the organisers, the total estimated cost of the event, others sponsors for the event, support requested for from the Department and the deliverables offered. Any clarifications / additional documents required would be called for by the Division. Thereafter, the meeting of the specially constituted committee (as listed in para 8 above) to assess and make recommendations on the proposal would be convened. The proposal would be put up to the committee for recommendations and then submitted for required concurrence / approval in the Department as per existing procedures, based on the recommendations of the committee.

PAYMENT TERMS

12. Payment will be released only after the Event on submission of an invoice along with the following documents:

- i. Statement of deliverables provided, along with supporting documents, photographs, CDs etc. as proof of deliverables provided.
- ii. Statement of Expenditure duly verified by the Chartered Accountant or an equivalent authority, as may be required.
- iii. A report on the Event and its outcomes.

All payments will be made only through electronic transfers.

GENERAL TERMS AND CONDITIONS

13. All proposals requesting for participation / co-sponsorship / sponsorship by the Department of Consumer Affairs should be

submitted in the Department well in advance, preferably 2 months before the event. Such proposals should also clearly indicate the following details:

- I. Complete details of the event being organized.
- II. Profile of the event, an audience profile, expected expenditure (with the break-up under broad components of expenditure), names of other sponsors/sponsorship details, details and antecedents of the organisers and agencies involved in organizing the event,
- III. Number of participants / Profile of participants in the event for the past three years.
- IV. Media coverage of the event in the past.
- V. Facilities provided to sponsors / co-sponsors / participating organisations.
- VI. Any other relevant information.
