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# புதுச்சேரி மாநில அரசிதழ்

## La Gazette de L'État de Poudouchéry

### The Gazette of Puducherry

#### PART - II

சிறப்பு வெளியீடு EXTRAORDINAIRE EXTRAORDINARY

அதிகாரம் பெற்ற  
வெளியீடு

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( 18 Kartika 1940 )

#### GOVERNMENT OF PUDUCHERRY DEPARTMENT OF CIVIL SUPPLIES AND CONSUMER AFFAIRS

(G.O. Ms. No. 4/9022, Puducherry, dated 30th October 2018)

#### NOTIFICATION

The Lieutenant-Governor is hereby pleased to approve the guidelines for “Conducting Consumer Activity in the Union territory of Puducherry” as appended to this order.

2. This issues with the concurrence of the Finance Department vide I.D. No. 1574/F4/A4/FC/2018, dated 16-7-2018.

3. This notification shall come into force with effect from the date of publication of the Official Gazette.

(By order of the Lieutenant-Governor)

**E. VALLAVAN,**  
Additional Secretary to Government-*cum*-  
Director (CS&CA).

**GUIDELINES FOR CONDUCTING CONSUMER ACTIVITY  
IN THE UNION TERRITORY OF PUDUCHERRY**

Government of India is releasing fund to Government of Puducherry for conducting consumer awareness activities under the Centrally Sponsored Scheme for "Creating Consumer Awareness". The Scheme is being implemented through Department of Civil Supplies and Consumer Affairs, Voluntary Consumer Organizations and other Departments. To reach the maximum consumer base, the consumer awareness activities shall be implemented through Voluntary Consumer Organizations/ Department of Civil Supplies and Consumer Affairs/Other Departments. Based on the recent directions, the following guidelines may be adhered to when releasing financial assistance to Voluntary Consumer Organizations/ Non-Governmental Organizations.

(a) Consumer awareness messages shall be disseminated through Voluntary Consumer Organizations (VCOs). The Voluntary Consumer Organisations may be assisted with financial assistance as prescribed by the Department in Annexure-I. To avail financial assistance the Voluntary Consumer Organisations must fulfill/abide by the following conditions:

(i) The Voluntary Consumer Organization must be a registered organization with the Department of Civil Supplies and Consumer Affairs. Eligibility for registering as Voluntary Consumer Organization with the Department of Civil Supplies and Consumer Affairs is detailed at Annexure-II.

(ii) The Voluntary Consumer Organization should be in a position to conduct awareness programmes without the help of financial assistance as their moto is to render service.

(iii) The Voluntary Consumer Organizations should not use the "Government Emblem" and the "Name of the Department" in their letter pad/advertisement materials/invitations/banners/badges, *etc.*, in their consumer awareness activities without proper permission/approval from this Department.

(iv) Voluntary Consumer Organizations who receive the financial assistance from this Department should utilize it exclusively for the conduct of consumer awareness programmes and not for any other purposes.

(v) The organization shall not collect any money from business house or industry either by way of donations (or) advertisement charges while creating consumer awareness through financial assistance extended by the Department of Civil Supplies and Consumer Affairs.

(vi) The Voluntary Consumer Organizations should submit their report and proper bills with clear photographs (portraying the place of event, public gathering, vehicles used bearing vehicle number and banners if any, awareness materials distributed, invitees, public addressing, cultural events, *etc.*).

(vii) The Voluntary Consumer Organizations should not use any political person photo or symbols in their awareness programmes by any means. Utmost care should be taken during the existence of model code of conducts at the time of election process.

(viii) Necessary permission/approval should be received from this Department while using the photos of the public servants in their awareness programmes.

(ix) Advertisement in Newspapers/Televisions/Frequency Modulations by the Voluntary Consumer Organizations will not be eligible for availing financial assistance from the Department.

(x) Functions like World Consumer Rights Day should be conducted in the month as specified by the Department.

(xi) Proposal for conducting the consumer awareness activity should reach the office 15 days before the conduct of programme.

(xii) Reports/utilization certificate shall be submitted by the Voluntary Consumer Organizations within 15 days from the date of conduct of the consumer awareness programmes.

**I. Scheduled/Suggested Activities for Consumer Awareness to be undertaken by Voluntary Consumer Organizations/Non-Governmental Organizations/Department of Civil Supplies and Consumer Affairs/Other Departments.**

- (a) Display and dissemination of relevant publicity material during local festivals.
- (b) Displaying address of District Consumer Dispute Redressal Forum, State Consumer Redressal Commission, National toll free helpline : 1800-11-400.
- (c) Prabhat Pheri, Nukkad Nataks, Puppet Shows, Villu Paattu, Natupura Paattu.
- (d) Marathon race/Mini Marathon race, Cycle rally.
- (e) Radio programmes using RJs and Community Radio.
- (f) School based events.
- (g) Audio song/film.
- (h) Organizing exhibition/programmes of adulteration camps.
- (i) Observation of the National Consumer and World Consumer Rights Day.

**ANNEXURE-I**

**Quantum of Financial Assistance to the Voluntary Consumer Organisations for conducting the Consumer Awareness Activity**

- (i) The maximum amount admissible is ₹ 25,000 Voluntary Consumer Organizations.
- (ii) Financial assistance will be given only when proper bills, photo or video proof are submitted.
- (iii) Irrelevant/Fraudulent bills will not be eligible for financial assistance and Voluntary Consumer Organizations shall be liable for action under law for irrelevant fraudulent bills.
- (iv) Financial assistance to Voluntary Consumer Organizations will be at the discretion of the Department, subject to availability of the funds in the Budget.

## ANNEXURE-II

**Guidelines/Eligibility for Registration as  
Voluntary Consumer Organisations with the  
Department of Civil Supplies and Consumer Affairs**

- (i) The Voluntary Consumer Organisation must register in the Non-Governmental Organization-Partnership System (NGO-PS) *i.e.*, the Non-Governmental Organization-DARPAN.
- (ii) The Voluntary Consumer Organisation must have a valid unique ID from the Non-Governmental Organization-Partnership System (NGO-PS).
- (iii) The names of the Voluntary Consumer Organisation blacklisted in the Non-Governmental Organization-Partnership System (NGO-PS) will be removed from the registry of this Department.
- (v) The Voluntary Consumer Organizations should submit their unique ID of the Non-Governmental Organization-Partnership System (NGO-PS) along with the written declaration prescribed by this Department while applying for registration of their organization names.

NOTE : The Voluntary Consumer Organizations in the Union territory of Puducherry who have already registered or willing to register with the Department of Civil Supplies and Consumer Affairs, Government of Puducherry must register their organisation in Non-Governmental Organization portal and submit their unique ID to the Department for Registration.

The Voluntary Consumer Organisations without their unique ID of Non-Governmental Organization Portal will be removed from the registry of this Department from the date of effect of this Government Order.

The above guidelines should be strictly followed by all the Registered Voluntary Consumer Organizations.

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