

5th EDITION

THE AWARE  
CONSUMER



WORLD CONSUMER RIGHTS DAY

MARCH 15, 2020



THE AWARE CONSUMER  
**STATE AWARDS**

BY

**THE AWARE CONSUMER MAGAZINE**

IN COLLABORATION WITH

**QUALITY COUNCIL OF INDIA, NEW DELHI**

BHUBANESWAR, ODISHA ON 15th MARCH 2020

PANEL DISCUSSION:

**The Sustainable Consumer & Sustainable Development Goals**



The Aware Consumer State Awards 2018



Guests and Jury Lighting the Lamp – 2018



Receiving Awards:

**Kerala**

**Himachal Pradesh**

**Karnataka**





The Aware Consumer State Awards 2018

## 5TH EDITION

# CONSUMER FRIENDLY STATES AWARD 2020

## INTRODUCTION

Since the last 35+ years we have observed that Governments have been promoting various initiatives to empower the Indian consumers to access better quality products and services at the most affordable price, by using modern technologies and providing reliable information to the citizens thus enabling consumers to make an informed choice at the point of purchase. New regulations and policies are framed based on global best practices in the interest of the consumers. As we are all aware, the new Consumer Protection Act 2019 has come into force and rules are being framed in consultation with all the stakeholders and soon they will be notified by the Central and State Governments. The turning point in the history of the consumer movement in India was the enactment of the Consumer Protection Act 1986. Since then the States have been provided with certain amount of resources from time to time by the Central Government to strengthen the legal redressal mechanism as per the provisions of the law and also strengthen the infrastructure in terms of better amenities and facilities to seek prompt redressal against consumer complaints, improving testing facilities of products and measure the quality of services provided by the public and private enterprises conducting business in every State. However, we find even after such financial and technical support, several states are yet to institutionalise the consumer awareness and redressal mechanism as desired by the consumers. The Consumer Protection Act 1986 was framed to ensure the consumer is protected from Unfair Trade Practices and paid compensation on damages caused due to deliberate act of negligence or sale of sub-standard products and service. When markets are deregulated and open market policies are encouraged, healthy competition is the only way to protect the consumer but with a regulatory oversight to check market dominance and unfair trade practices to also monitor sale of unsafe and sub-standard products, cartels and deceptive advertisements. India still lives in rural environment, where consumers face several challenges due to lack of awareness on the consumer's rights and responsibilities. The New Consumer Protection Act, 2019 strengthens the rights of consumers, which brings into its fold, new modes of selling (like e-commerce, tele-shopping, direct selling etc) and will apply to all goods and services, including sale or

construction of houses. It also defines unfair contracts, enlarging the scope of unfair trade practices mentioned in the earlier law. It allows consumers to file complaints with consumer commissions at the place of their residence or work and not necessarily from where the item was purchased, or the service availed. Consumer affairs ministry will also frame rules for filing complaints electronically and paying the required fee digitally. Consumers will also be allowed to seek a hearing through video conferencing. A commission cannot reject a complaint without hearing it (within 21 days of filing it). The law also has a provision for dispute settlement through mediation. The new law makes it mandatory for manufacturers, sellers or service providers to compensate consumers for defects or deficiencies in products and services. Sharing of personal information of consumers is recognised as an unfair trade practice under the new law, which also proposes strict action against advertisers for misleading ads. A national level regulatory authority known as the Central Consumer Protection Authority (CCPA) will have powers to initiate class action and enforce recall, refund or return of products unlike the existing consumer protection councils which are only advisory bodies. The government removed healthcare as one of the services to make the bill 'non-controversial'. While the CCPA will be a central regulator for consumer issues, there are other regulators for various sectors (like telecom, insurance), which leaves the scope for overlapping jurisdictions and confusion. While the law proposes a 21-day deadline for hearing complaints, the posts of President of Consumer Forums are lying vacant in 118 of the 596 districts and as many as 362 posts of Commission Members are lying vacant. Similarly, the Law does not mention what qualifications are needed to be a member of the redressal body. This may lead to conflicts of interest if a current or former government employee ends up hearing a case involving the government. It is time for all the stakeholders to incentivise the States which are Consumer-Friendly based on a transparent measuring index undertaken by the stakeholders jointly as a partnership initiative to encourage all the 28 States and 9 Union Territories of our country to become consumer-friendly in the next five years. This exercise will not only incentivise, also educate the various State Governments on some of the global best practices on, how to become consumer-friendly and assure efficiency and effectiveness in public services and governance.



The Aware Consumer State Awards 2018

Since the last few years, the Government of India has been trying to empower consumers by bringing modern regulations and policies. Unfortunately due to poor enforcement, there is a gap between delivery mechanism and consumer's expectation from State Governments

Turning point was the enactment of Consumer Protection Act 1986, Consumer Disputes Redressal mechanism gave the consumers a proper means of being heard and settle disputes. States were provided with resources from time to time from

Central Government to strengthen the legal redressal mechanism.

To understand how the various State Governments are moving towards making their territories consumer friendly, both online and offline, the Consumer Friendly States Award was devised.

The Consumer Friendly States Award include all the States as well as Union Territories for assessment and ranking purposes. India is a nation of wide disparities such as geographical, historical, administrative structure, population size, etc within the states

and among the states and UTs. In the process of ranking , to ensure rationality, equity and level-playing field, the States and UTs are grouped into three categories – (i) North-East and Hill States (11) (ii) Union Territories (7) and (iii) Big States (18).

It should be noted that a similar categorisation has been adopted by the Prime Ministers' Awards for Excellence in Public Administration and Good Governance Index, instituted by the DARPG, Ministry of Personnel, Public Grievances & Pensions, Government of India.

## FINAL RANKING

#	BIG STATES	RANK	NORTH EAST AND HILL STATES	RANK	UNION TERRITORIES*	RANK
1	Kerala	1	Himachal Pradesh	1	Delhi	1
2	Haryana	2	Arunachal Pradesh	2	Lakshadweep	2
3	Telangana	3	Uttarakhand	3	Pondicherry	3
4	Madhya Pradesh	4	Sikkim	4	Chandigarh	4
5	Odisha	5	Assam	5	A&N Islands	5
6	Maharashtra	6	Tripura	6	D&N Haveli	6
7	Gujarat	7	Nagaland	7	Daman & Diu	7
8	Jharkhand	8	J & K	8		
9	Chhattisgarh	9	Manipur	9		
10	Andhra Pradesh	10	Meghalaya	10		
11	Goa	11	Mizoram	11		
12	Punjab	12				
13	Tamil Nadu	13				
14	Rajasthan	14				
15	Karnataka	15				
16	Uttar Pradesh	16				
17	West Bengal	17				
18	Bihar	18				

## OBJECTIVES

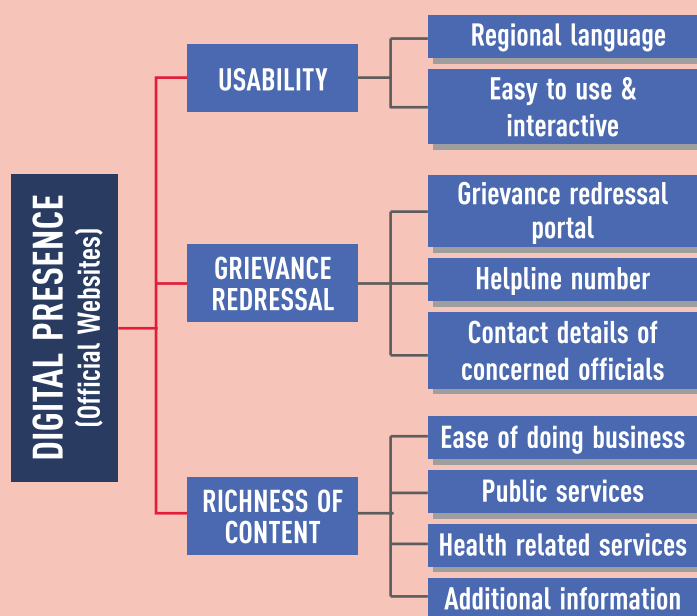
- To engage with all the Stakeholders to develop a credible and transparent measuring instrument to identify the Consumer-Friendly State(s) in our country.
- To mobilise all key stakeholders and commission a study by using the agreed instrument to collate the data, emerging from the study and present before a JURY of experts to declare and make public the final outcomes emerging from the study.
- To award the State(s) and the Key stakeholders engaged in consumer welfare as Champions over an event every year under the JAGO GRAHAK JAGO Multi-media Campaign on the occasion of the World Consumer Rights Day (15th March) started from 2016.

We identified 4 key indicators based on which all the 36 States/UTs have been scored. All the indicators assess the states on important aspects like the disposal of Consumer Court cases, villages and towns being declared Open Defecation Free, Access to potable water, Ease of Doing Business, official websites and information found on it.

All the States/UTs have been assessed on 4 key indicators with their respective breakdowns have been provided in table.

RANKING & SCORING PARAMETERS			
S.No.	Parameters	Score	Weightage
1	Website Parameters	9	40%
2	Public Infrastructure	1	20%
3	Judiciary & Public Security	1	30%
4	Commerce & Industry	1	10%
<b>TOTAL</b>		<b>12</b>	

The respective elements of all key indicators is given as follows:



## RECOMMENDATIONS AND THE WAY FORWARD

- Such a study may be made an annual feature to bring transparency and accountability towards the consumers. We must further encourage and incentivise the States on Consumer Protection & Awareness.
- We need to redefine the parameters in the coming years to ensure pro-active participation by all the 37 States/UTs and preparations should start from January onwards
- There is need for updating of Websites of the States as in many cases the incumbents had changed; most websites did not provide e mail IDs and in some cases the e mails sent through digital mode were found non-functional.
- Over the years the pendency cases of consumer complaints have been increasing in many states, therefore states need to dispose the cases and the same need to be updated on ConfoNet Dashboard. ▶

Refer [www.theawareconsumer.in](http://www.theawareconsumer.in) for further details

PUBLIC INFRASTRUCTURE & UTILITIES		
#	Indicators	Weightage
1	Access to Potable Water	0.25
2	Towns declared Open Defecation Free (ODF)	0.1
3	Village declared ODF	0.1
4	Connectivity to Rural Habitations	0.1
5	Access to Clean Cooking Fuel (LPG / PNG)	0.1
6	Access to Power Supply	0.05
7	Availability of 24X7 Power Supply	0.05
8	Energy Availability against the Requirement	0.05
9	Growth in Per Capita Power Consumption	0.2

Weightage: 20%

JUDICIARY & PUBLIC SECURITY		COMMERCE & INDUSTRY			
#	Indicators	Weightage	# Indicators	Weightage	
1	Conviction Rate	0.3	1	Ease-of-Doing-Business (EoDB)	0.9
2	Availability of Police Personnel	0.25	2	Growth Rate of Industries	0.05
3	Proportion of Women Police Personnel	0.15	3	Micro, Small and Medium Enterprises (MSME) Establishments	0.05
4	Disposal of Court Case	0.15			
5	Disposal of cases by consumer courts	0.15			

Weightage: 30%

Weightage: 10%

If you wish to know about a State/UT, the first place is always the website of the particular region, hence based on 9 elements the websites of all the States/UTs were scored and are given the highest weightage in the scoring.

The next step in making the states consumer friendly is their grievance and redressal system, hence, the Judiciary and Public security was given the weightage of 30%, followed by Public Infrastructure and Utilities (20%) and Commerce and Industry (10%). ▶



Final Ranking & Summary													
#	State	Economic & Social				Website Parameters		Public Infrastructure		Judiciary & Public Security		Commerce & Industry	
		Final Rank	Final Score	Weightage: 40%		Weightage: 20%		Weightage: 30%		Weightage: 10%			
#	BIG STATES	Score	Ranking	Score	Ranking	Score	Ranking	Score	Ranking	Score	Ranking		
1	Andhra Pradesh	10	2.516	5.5	9	0.66	8	0.3	9	0.94	1		
2	Bihar	18	1.653	3.5	18	0.57	13	0.19	18	0.82	15		
3	Chhattisgarh	9	2.545	5.5	9	0.51	17	0.5	3	0.93	3		
4	Goa	11	2.492	5.5	9	0.68	7	0.34	8	0.54	16		
5	Gujarat	7	2.728	6	6	0.73	2	0.3	9	0.92	5		
6	Haryana	2	3.112	7	2	0.71	5	0.26	12	0.92	5		
7	Jharkhand	8	2.675	6	6	0.53	16	0.25	13	0.94	1		
8	Karnataka	15	2.127	4.5	13	0.64	10	0.36	7	0.91	9		
9	Kerala	1	3.54	8	1	0.66	8	0.55	2	0.43	18		
10	Madhya Pradesh	4	2.919	6.5	4	0.58	12	0.37	6	0.92	5		
11	Maharashtra	6	2.756	6	6	0.73	2	0.4	5	0.9	10		
12	Odisha	5	2.862	6.5	4	0.5	18	0.25	13	0.87	13		
13	Punjab	12	2.287	5	12	0.73	2	0.3	9	0.51	17		
14	Rajasthan	14	2.151	4.5	13	0.57	13	0.49	4	0.9	10		
15	Tamil Nadu	13	2.202	4.5	13	0.74	1	0.56	1	0.86	14		
16	Telangana	3	3.099	7	2	0.7	6	0.22	16	0.93	3		
17	Uttar Pradesh	16	2.076	4.5	13	0.59	11	0.23	15	0.89	12		
18	West Bengal	17	2.063	4.5	13	0.54	15	0.21	17	0.92	5		
NE & Hill													
1	Arunachal Pradesh	2	2.377	5.5	1	0.38	11	0.32	10	0.05	9		
2	Assam	5	2.041	4.5	3	0.49	9	0.2	11	0.83	2		
3	Himachal Pradesh	1	2.573	5.5	1	0.64	1	0.54	1	0.83	2		
4	J & K	8	1.849	4	6	0.55	5	0.35	9	0.34	4		
5	Manipur	9	1.448	3	9	0.53	6	0.46	7	0.04	10		
6	Meghalaya	10	1.23	2.5	10	0.53	6	0.4	8	0.04	10		
7	Mizoram	11	1.068	2	11	0.56	4	0.5	3	0.06	7		
8	Nagaland	7	1.871	4	6	0.48	10	0.52	2	0.19	6		
9	Sikkim	4	2.052	4.5	3	0.51	8	0.48	4	0.06	7		
10	Tripura	6	1.883	4	6	0.57	3	0.47	5	0.28	5		
11	Uttarakhand	3	2.16	4.5	3	0.64	1	0.47	5	0.91	1		
UTs													
1	A&N Islands	5	1.464	3	5	0.58	5	0.48	3	0.04	6		
2	Chandigarh	4	1.769	3.5	4	0.84	1	0.63	2	0.12	5		
3	D&N Haveli	6	1.248	2.5	6	0.56	6	0.38	5	0.22	3		
4	Daman & Diu	7	1.245	2.5	6	0.67	4	0.27	7	0.3	2		
5	Delhi	1	2.918	6.5	1	0.72	2	0.47	4	0.33	1		
6	Lakshadweep	2	2.612	6	2	0.54	7	0.34	6	0.02	7		
7	Pondicherry	3	1.968	4	3	0.69	3	0.7	1	0.2	4		

# WEBSITE SCORING

#	Big States	Rank	Total	Availability of website in regional language	Easy to use & Interactive	State Grievance Redressal portal	Availability of Helpline Number	Contact Details of Concerned officials	Information on East of doing business	Information on Public Services	Information on Health related services	Availability of Additional Information
1	Andhra Pradesh	9	5.5	1	1	0.5	0.5	0.5	0	0.5	0.5	1
2	Bihar	18	3.5	0.5	0.5	1	0	1	0	0	0	0.5
3	Chhattisgarh	9	5.5	1	1	1	0	1	0	1	0	0.5
4	Goa	9	5.5	1	0.5	0.5	1	1	1	0.5	0	0
5	Gujarat	6	6	1	1	0.5	0	1	1	1	0	0.5
6	Haryana	2	7	1	1	1	1	1	0.5	1	0	0.5
7	Jharkhand	6	6	1	1	1	1	0.5	0	1	0	0.5
8	Karnataka	13	4.5	1	0.5	1	0.5	0.5	0	0.5	0.5	0
9	Kerala	1	8	1	1	1	1	1	1	0.5	0.5	1
10	Madhya Pradesh	4	6.5	1	1	1	1	0.5	0.5	0.5	0.5	0.5
11	Maharashtra	6	6	1	1	1	0	0.5	0.5	1	0.5	0.5
12	Odisha	4	6.5	1	1	1	0	1	0.5	0.5	0.5	1
13	Punjab	12	5	1	0.5	1	0	1	0	0.5	0	1
14	Rajasthan	13	4.5	0.5	0.5	1	0	0.5	0.5	0.5	0.5	0.5
15	Tamil Nadu	13	4.5	1	1	1	0	1	0	0	0	0.5
16	Telangana	2	7	0.5	1	1	1	1	0.5	1	0	1
17	Uttar Pradesh	13	4.5	1	1	1	0	0.5	0	1	0	0
18	West Bengal	13	4.5	0	1	0	1	1	1	0	0	0.5
<b># NE &amp; Hill</b>												
1	Arunachal Pradesh	1	5.5	0	1	0.5	1	1	0	1	0.5	0.5
2	Assam	3	4.5	0	1	0.5	0	0.5	1	1	0.5	0
3	Himachal Pradesh	1	5.5	1	1	1	0	1	0	1	0	0.5
4	J & K	6	4	0	0.5	1	0	1	0.5	0.5	0	0.5
5	Manipur	9	3	0	1	0.5	0	0.5	0	0.5	0	0.5
6	Meghalaya	10	2.5	0	0.5	1	0	0.5	0	0.5	0	0
7	Mizoram	11	2	0	0.5	0	0	0	0	1	0.5	0
8	Nagaland	6	4	0	1	1	0	1	0	1	0	0
9	Sikkim	3	4.5	0	1	0.5	0.5	1	0	1	0.5	0
10	Tripura	6	4	0	1	1	0	0.5	0	1	0	0.5
11	Uttarakhand	3	4.5	1	1	1	0	0.5	0	0.5	0	0.5
<b># UTs</b>												
1	A&N Islands	5	3	0.5	0.5	1	0	0.5	0	0.5	0	0
2	Chandigarh	4	3.5	0	0.5	0.5	1	0.5	0	0.5	0	0.5
3	D&N Haveli and Daman & Diu	6	2.5	0	0.5	0.5	0	0.5	0	0.5	0	0.5
4	Delhi	1	6.5	0	1	1	1	0.5	0.5	1	1	0.5
5	Lakshadweep	2	6	1	1	1	1	0.5	0	1	0	0.5
6	Pondicherry	3	4	0	0.5	0.5	1	1	0	1	0	0



**Padma Bhushan Nirmal Kumar Ganguly**  
Mentor & Patron of  
Patient Safety & Access Initiative of  
India Foundation, New Delhi  
Former Director General  
ICMR, India



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New Delhi



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New Delhi



**Dr. Shakti Kumar Gupta**  
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FIHE, FAHA, MACHE (USA)  
Medical Superintendent, Dr R P Centre, AIIMS



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Consultant, Preventive Healthcare  
New Delhi



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Institute of Human Behaviour &  
Allied Sciences (IHBAS)  
New Delhi



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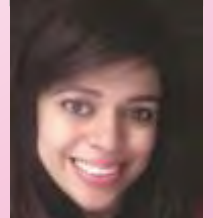
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New Delhi



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Varanasi



**Pooja Khaitan**  
Editor-in-Chief  
The Aware Consumer