

Department of Consumer Affairs

RFD
SECTION 1

2010-11

Ministry's Vision, Mission, Objectives and Functions.

VISION

- To promote consumer welfare and building consumer confidence.

MISSION

- Consumer Protection.
- To educate consumers about their rights and responsibilities.
- To formulate standards and strengthen conformity assessment of products and services.
- Monitoring of Prices and Regulation of Essential Commodities.

OBJECTIVES

1. To empower consumers by making them aware about their rights and responsibility.
2. Provision of effective, inexpensive and speedy redressal system to consumers.
3. To augment the infrastructure of enforcement machinery of Legal Metrology Department of States/UTs and implementation of The Legal Metrology Act, 2009
4. To make National Test House(NTH) more self sustaining.
5. Strengthening of National Test House (NTH) laboratories and installation of MIS.
6. **Efficient Regulation of Commodity Futures Markets.**
7. **Strengthening of Forward Markets and Forward Markets Commission.**
8. Formulate Standards & Strengthen Conformity Assessment of Products and Services.
9. Monitoring of Prices of Essential Commodities.
10. Regulation of Essential Commodities.

FUNCTIONS

I. CONSUMER PROTECTION

- i. Implementation of Consumer Protection Act, 1986

ii. National Consumer Disputes Redressal Commission (NCDRC).

iii. National Test House (NTH).

iv. Implementation of the Standards of Weights and Measures Act, 1976.

v. Regulation of Packaged Commodities and implementation of new Act namely, The Legal Metrology Act, 2009.

II. CONSUMER AWARENESS

- i. Jago Grahak Jago Multimedia Campaign.

III. SETTING STANDARDS

- i. Implementation of Bureau of Indian Standards Act, 1986.

IV. REGULATION OF ESSENTIAL COMMODITIES ACT, 1955

- i. Implementation of Essential Commodities Act, 1955.
- ii. Implementation of Prevention of Black Marketing & Maintenance of supply of Essential Commodities Act, 1980.

V. CONSUMER COOPERATIVES

- i. National Consumer Cooperatives Federation (NCCF).
- ii. Super Bazaar.

VI. COMMODITY EXCHANGES

- i. Regulation of Commodities futures through Forward Market Commission.
- ii. Implementation of Forward Contract (Regulation) Act, 1952.

VII. MONITORING OF PRICES OF ESSENTIAL COMMODITIES

- i. Monitoring of prices and availability of essential commodities.
- ii. Availability of Pulses.

SECTION 2

Inter se priorities among key objectives, success indicators and targets.

Table 1: Format of the Results-Framework Document (RFD)

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6
Objective	Weight	Actions	Success Indicator	Unit	Target / Criteria Value
					Excellent
					Very Good
					Good
					Fair
					Poor

						100%	90%	80%	70%	60%
Objective-I To empower consumers by making them aware of their rights and responsibility	23	Action 1 Release of advertisements in Hindi, English and regional newspapers	Number of insertions	6	17000	16000	14400	12800	11200	
		Publicity through print advertisement Action 2 Release of audio video spots through DD, AIR, Pvt TV Channels & Pvt. FM Radio Stations	Number of insertions	6	46000	44000	39600	35200	30800	
		Publicity through Electronic Media Action 3 Advertisements through banners, hoardings, Department of Post, Grants in Aid to States	number	5	6300	6000	5400	4800	4200	
		Publicity through other mediums Action 4 Formulation of revised media plan.	Time	3	1.4.2010	15.4.2010	30.04.2010	15.5.2010	31.5.2010	
		To implement the recommendations of impact study Action 5 Award of work order	Date	3	1.1.2011	15.1.2011	31.1.2011	28.02.2011	31.3.2011	
Objective-II Provision of effective, inexpensive and speedy redressal system to Consumers	23	Action-1 To complete the infrastructure in Consumer Fora for its effective functioning	Numbers of additional consumer fora benefited	8	210	200	180	160	140	
		Action-2 Operationalisation of computer network in number of additional consumer fora	Number	7	210	200	180	160	140	
		To complete the process of computerisation under the CONFONET scheme Action-3 To amend the Consumer Protection Act, 1986	Introduction of Bill in Parliament	Date	4	15.12.2010	31.12.2010	31.1.2011	28.2.2011	15.3.2011
		Action-4 Number of additional States Helpline operationalized	Number	4	10	9	8	7	6	
		To set up State Consumer Helpline in States/ UTs								
Objective-III To augment the infrastructure of enforcement machinery of Legal Metrology Department of States/UTs and implementation of The Legal Metrology Act, 2009	15	Action-1 Construction of secondary/working standards Laboratories	Number	5	120	114	100	90	80	
		Setting up of standards laboratory in States/UTs								
		Action-2 Supply and commissioning of agreed Equipments to States/UTs through DGS&D and India Government Mint, Mumbai	Number	5	2500	2360	2310	2200	2100	
		Delivery and commissioning of testing equipments Action-3 Notification of Rules under the new Act	Date	5	31.07.10	31.8.2010	30.9.2010	31.10.2010	30.11.2010	
Objective-IV To make National Test House(NTH) more self sustaining	6	Action-1 Percentage increase in revenue over previous year	Percentage	6	30	25	20	15	10	
		Taking necessary steps to enhance revenue.								

Column 1	Column 2	Column 3	Column 4	Column 5	Column 6						
Objective	Weight	Actions	Success Indicator	Unit	Weight	Target / Criteria Value					
						Excellent	Very Good	Good	Fair	Poor	
						100%	90%	80%	70%	60%	
1	2	3	4	5	6	7	8	9	10	11	
Objective-V Strengthening of National Test House (NTH) laboratories and installation of MIS	5	Action-1	Utilization of Plan fund	Rupees in lakh	2	525	500	450	400	350	
		Construction of Building Action-2	Utilization of Plan fund	Rupees in lakh	2	800	750	675	600	525	
		Procurement and Commissioning of Machinery & Equipment									
		Action-3	Date of Completion	Date	1	31.12.2010	31.1.2011	28.2.2011	31.3.2011	-	
		Extension of MIS									
Objective-VI Efficient Regulation of Commodity Futures Markets	4	Regulation of Markets	To obtain final Government orders for amendment to Forward Contracts (Regulation) Act 1952	Date	2	28.2.2011	31..3.2011	-	-	-	
			Inspections of Commodity Exchanges and members of the Exchanges	Number	2	265	250	225	200	175	
Objective VII Strengthening of Forward Markets and Forward Markets Commission	8	Action-1	Organising Capacity Building Programmes	Number	1	75	70	60	50	40	
			Conducting Awareness and Developmental Programmes	Number	1	325	300	250	200	175	
			Development of Commodity Futures Market	Meeting/ Interactions with the stakeholders.	Number	1	11	10	8	6	5
			Conducting a 'Study to ascertain the percentage of small and marginal farmers benefited from futures/forward trading' through an independent agency.	Date	2	30.9.10	31.10.10	30.11.10	15.12.10	31.12.10	
			Action-2	Connectivity of Commodity Exchanges with APMC Mandies	Number	3	1050	1000	800	600	400
		Dissemination of Prices through APMC Mandies etc.									
Objective-VIII	5	Amendment of BIS Act, 1986	Introduction of Bill in the Parliament	Date	5	31.8.2010	31.12.2010	31.3.2011	-	-	
Formulate Standards & Strengthen Conformity Assessment of Products and Services											
Total	89				Total 89						

SECTION 3

Table 2: Trend Value for Success Indicators

Objective	Actions	Success Indicator	Unit	Actual Value for FY 08/09	Actual Value for FY 09/10	Target Value for FY 10/11	Projected Value for FY 11/12	Projected Value for FY 12/13
Objective-I To empower consumers by making them aware of their rights and responsibility	Action 1	Release of advertisements in Hindi, English and regional newspapers	Number of insertions	12000	13000	16000	15000	New five year plan
	Publicity through print advertisement							
	Action 2	Release of audio video spots through DD, AIR, Pvt. TV Channels & Pvt. FM Radio Stations	Number of insertions	40000	38000	44000	40000	New five year plan
	Publicity through Electronic Media							
	Action 3	Advertisements through banners, hoardings, Department of Post, Grants in Aid to States	Number	3500	5000	6000	5000	New five year plan
Objective-II Provision of effective, inexpensive and speedy redressal system to Consumers	Action 4	Formulation of revised media plan.	Time	1.4.2008	1.4.2009	15.4.2010	1.4.2011	1.4.2012
	To implement the recommendations of impact study							
	Action 5	Award of work order	Date	-	15.1.2009	15.1.2011	-	-
Objective-II Provision of effective, inexpensive and speedy redressal system to Consumers	Action 1	To complete the infrastructure in Consumer Fora for its effective functioning	Number of additional consumer benefited fora	-	64	200	242	New five year plan
	Action 2	To complete the process of computerisation under the CONFONET scheme	Number of additional consumer fora	--	200	200	228	New five year plan
	Action 3	To amend the Consumer Protection Act, 1986.	Date	--	--	31.12.2010	-	-
	Action 4	To set up State Consumer Helpline in States/ UTs	Number of additional States Helpline operationalized	-	4	9	15	New five year plan

Objective	Actions	Success Indicator	Unit	Actual Value for FY 08/09	Actual Value for FY 09/10	Target Value for FY 10/11	Projected Value for FY 11/12	Projected Value for FY 12/13
	Action-1	Construction of secondary/working standards Laboratories	Number	--	70	114	-	New five year plan
Objective III	Setting up of laboratory in States/UTs							
To augment the infrastructure of enforcement machinery of Legal Metrology Department of States/UTs. and implementation of the Legal Metrology Act, 2009	Action-2	Supply and commissioning of agreed Equipments to States/UTs. through DGS&D and Government Mint, Mumbai	Number	17	60	2360	1042	New five year plan
	Action-3	Notification of Rules under the new Act	Date	-	-	31.08.2010	-	-
	Implementation of the Legal Metrology Act,2009							
Objective IV	Action 1	Percentage increase in revenue over previous year	Percentage	30	19	25	25	New five year plan
To make National Test House(NTH) more self sustaining	Taking necessary steps to enhance revenue.							
Objective V	Action-1	Utilization of Plan fund	Rupees in lakh	41.30	200	500	660	New five year plan
	Construction of Building							
Strengthening of National Test House (NTH) laboratories and installation of MIS	Action -2	Utilization of Plan fund	Rupees in Lakh	458	700	750	1800	New five year plan
	Procurement and Commissioning of Machinery & Equipment							
	Action - 3	Date of Completion	Date	-	22.2.2010	31.1.2011	31.12.2011	
	Extension of MIS							New five year plan
Objective VI	Action - 1	To obtain final Government orders for amendment to Forward Contracts (Regulation) Act 1952	Date	-	31.3.2010	31.3.2011	-	-
Efficient Regulation of Commodity Futures Markets	Regulation of Markets	Inspections of Commodity Exchanges and members of the Exchanges	Number	98	100	250	300	New five year plan
Objective VII	Action - 1	Organising Capacity Building Programmes	Number	18	35	70	100	New five year plan
	Conducting Awareness and Developmental Programmes		Number	197	23	300	400	New five year plan
Strengthening of Forward Markets and Forward Markets Commission	Development of Commodity Futures Market	Meeting/ Interactions with the stakeholders	Number	7	4	10	10	New five year plan
	Conducting a Study to ascertain the percentage of small and marginal farmers benefited		Date	-	-	31.10.2010	-	-

Objective	Actions	Success Indicator	Unit	Actual Value for FY 08/09	Actual Value for FY 09/10	Target Value for FY 10/11	Projected Value for FY 11/12	Projected Value for FY 12/13
1	2	3	4	5	6	7	8	9
		from futures/forward trading' through an independent agency.						
	Action – 2 Dissemination of Prices through APMC Mandies etc.	Connectivity of Commodity Exchanges with APMC Mandies	Number	1 Pilot	60	1000	1500	New five year plan
Objective-VIII		Introduction of Bill in the Parliament	Date	-	-	31.12.2010	-	-
Formulate Standards & Strengthen Conformity Assessment of Products and Services	Amendment of BIS Act, 1986							

MANDATORY SUCCESS INDICATORS

Objective	Actions	Success Indicator	Unit	Weight	Target / Criteria Value				
					Excellent	Very Good	Good	Fair	Poor
					100%	90%	80%	70%	60%
1	3	4	5	6	7	8	9	10	11
Efficient	Timely submission of Draft for Approval	On-time for submission	Date	2	5.03.2010	8.3.2010	9.03.2010	10.03.2010	11.03.2010
	Timely submission of Results	On-time submission	Date	1	02.05.2011	03.05.2011	04.05.2011	05.05.2011	06.05.2011
	Finalize a Strategic Plan				10.12.2010	15.12.2010	20.12.2010	24.12.2010	31.12.2010
Functioning of the RFD System	(After meeting all intermediate deadlines)	Finalize the Strategic Plan for next 5 years	Date	2					

Objective	Actions	Success Indicator	Unit	Weight	Target / Criteria Value					
					Excellent	Very Good	Good	Fair	Poor	
					100%	90%	80%	70%	60%	
1	3	4	5	6	7	8	9	10	11	
Improving Internal Efficiency/responsiveness / service delivery of Ministry/ Department	Develop RFDs for all	Percentage of RCs	%	2	100	95	90	85	80	
	Responsibility Centers (Subordinate Offices, Attached Offices, Autonomous Bodies,	Covered								
	Create Sevottam	a Date	1	1.10.2010	5.10.2010	11.10.2010	15.10.2010	20.10.2010		
	compliant system to implement, monitor and review Citizen's Charter	Implementation of Sevottam	a Date	1	1.10.2010	5.10.2010	11.10.2010	15.10.2010	20.10.2010	
2	Compliant system to redress and monitor public Grievances	Independent Audit of	%	1	100	95	90	85	80	
	Implementation of Citizen's Charter	Implementation of Sevottam	Independent Audit of	%	1	100	95	90	85	80
	implementation of public grievance redressal system									
	TOTAL WEIGHT=			11						

SECTION 4

DESCRIPTION AND DEFINITION OF SUCCESS INDICATORS AND PROPOSED MEASUREMENT METHODOLOGY.

OBJECTIVE-I

Action 1 to 3

The objective of the multi media publicity campaign under the aegis of 'Jago Grahak Jago' is to reach out to the consumers using all such mediums of communication that are accessed by the consumers. Hence a judicious mix of print campaign, electronic (DD) campaign, All India Radio, private cable and satellite channels and private FM radio stations has been elaborated. In a vast and diverse country such as ours, other mediums of communication such as through Meghdoot post cards and posters in post office, messages on railway tickets, reservation utility bills, banners, hoardings etc. are equally important for reaching out to specific targets. The component of grant-in-aid to the States/UTs is vital for ensuring that the message to be taken to rural and interior areas of the country through the respective State Governments/UTs in the language of the people.

In respect of publicity through print medium and electronic medium the number of insertions of print advertisements and the no. of audio visual spots telecast/broadcast have been taken as success indicator. However, in case of other publicity mediums such as grant-in-aid to State Governments and UTs/expenditure through Department of Post etc. the success indicator would be the number of hoardings/banners/posters etc. released by these Departments.

OBJECTIVE-II

Action - 1

- The number given under column 6 of Table-1 is for completion of infrastructure of at least 200 consumer fora during 2010-11.

- In Table -2 the trend values have been shown in terms of the number of consumer fora whose infrastructure are targeted for completion over the period of 3 years from 2009-10 to 2011-12 .

Action - 2

- The number given under column 6 of Table-1 is completion of computerisation process in 200 consumer fora by the National Informatics Centre (NIC) under the CONFONET scheme during 2010-11.
- In Table -2 the trend values have been shown in terms of number of 628 consumer fora where the process of computerisation is targeted for completion under the CONFONET scheme over the period of 3 years from 2009-10 to 2011-12.
- Under the CONFONET scheme, operationalisation of application software, uploading of data on a regular basis, generation of cause lists etc. would lead to the success indicators.

Action - 3

- The date given under column 6 of Table-1 is the dates during 2010-11 for completion of process of amendment to the provisions of Consumer Protection Act, 1986.
- In Table -2 the trend values have been shown in terms of date by which the amendment of consumer protection Act is proposed to be completed.

OBJECTIVE-IV

Action-1: NTH would work towards increasing revenue generation annually through function and activities in the areas of test, quality evaluation of engineering products of multiple fields and other scientific and technological activities. The Success indicator reflects the 25% growth rate over the previous year of actual revenue generated.

OBJECTIVE-V

Action-1:

The construction of 2nd Phase of Building of NTH(SR), Chennai would create additional space so that new high value and advanced multiple test facilities could be created.

Similarly, to strengthen infrastructural development of NTH(NER), Guwahati, the construction of permanent building was also approved comprising Administrative & Laboratory Building and also residential building alongside within the same complex.

The success indicator in both the cases the amount allocated and utilization of fund and also projected allocation and utilization for completion of both the buildings by the end of current plan period.

Action-2:

To augment and create new test facilities for evaluating emerging advanced engineering and consumer products, funds are allocated for procurement of Machinery and Equipment to cope with the demand for testing and quality evaluation of emerging products across the country. The success indicator reflects the allocation and utilization of fund for procurement of Machinery and Equipments during the current Plan period. Procurement and commissioning of equipments pave the way for increased revenue generation as reflected in Objective-IV.

Action-3 :

To provide rapid customer service by computer and network based system, NTH is implementing a computer based Management Information System in NTH(SR), Chennai, NTH(NR), Ghaziabad and NTH(WR), Mumbai and to bring the regions under the network of NTH(HQ), Kolkata. The same system had already launched and operationalized in NTH(ER) & NTH(HQ), Kolkata at the end of the previous plan period. The success indicator reflects the projected date for completion of the projects.

OBJECTIVE-VI and OBJECTIVE-VII

The Forward Markets Commission is the regulator of the commodity derivatives market in India and its function under the Act is to effectively regulate the markets. Its success, however, can be gauged by the convergence of spot and future prices on maturity, lack of defaults on the Exchange platform and efficiency of the futures markets as a price discovery and risk management tool. The monitoring of the markets is done on a continuous basis and the interventions made as and when required. Efficient Regulation of Commodity Futures Market, inter alia, involves:

- day to day monitoring of the trade data of the Exchanges to ensure that the markets are not of sync with the fundamentals of the demand and supply of the underlying commodity and serve the intended purpose of efficient price discovery and risk management
- examination and approval of the Bye Laws and Rules of the Exchanges,
- examination and approval of the contract designs of the commodity contracts proposed to be traded at the Exchanges
- intervening in the markets (by way of changes in contract designs, limits on open position, price limits and margins) as and when required for effective regulation of the markets.

The only activity that can be quantified under this head is inspection/ audit of members and Exchanges for which quantifiable targets have been prescribed.

Quantifiable targets for various Developmental Initiatives (like awareness programmes, capacity building programmes etc) and the Price Dissemination Project undertaken by the FMC which are the additional initiatives taken by FMC to subserve its core regulatory function have been quantified.

A 'Study to ascertain the percentage of small and marginal farmers benefited from futures/forward trading through an independent agency is proposed to be conducted in the first six months of the year 2010-11. Its report is expected to be received by 30.9.2010.

The Price Dissemination Project has the potentiality to be a catalyst towards creating greater awareness and empowerment of the farmers.

OBJECTIVE-VIII

Bureau of Indian Standards Act, 1986 is proposed to be amended mainly to facilitate hallmarking of precious metal articles and to introduce a Registration Scheme to facilitate self-declaration by manufacturers about conformity of their products to the relevant Indian Standard as an alternative mechanism to the certification regime presently being operated by BIS. Certain other changes are also proposed to be made in the Act. The relevant Bill is under consideration of the Legislative Department and it will be introduced in the Parliament after getting approval of the Cabinet.

SECTION 5

SPECIFIC PERFORMANCE REQUIREMENTS FROM OTHER DEPARTMENTS THAT ARE CRITICAL FOR DELIVERING AGREED RESULTS.

Objective -I

The entire multi media publicity campaign hinges on performance of other Government Departments. DAVP and NFDC are the mediums for media planning and issue of advertisements for print as well as electronic (private cable and satellite channels and private FM radio stations). DD and All India Radio are the Government Departments that provide terrestrial telecast of our video spots and broadcast of Audio spots.

Similarly the success of grant-in-aid released to State Governments/UTs largely depend on the respective State Government/UT.

Objective -II

Specific Performance Requirement from other Departments

1. Success of infrastructural assistance through the scheme "Strengthening Consumer Fora" is dependent upon active support and participation of States. They have to provide land for construction and also get the work executed through their Civil agencies.
2. Success of "Confonet" scheme is dependent upon the provision of sites by the States, speedy execution of work by NIC and proper HR support by the State Govts. for manning the Application.

3. Amendment to Consumer Protection Act is dependent upon early approval and drafting of Bill by Ministry of Law and Justice, approval of the Union cabinet and passing of the Bill by the Parliament.

Objective –III

Action-1

Construction of standard laboratory in the State/UTs would depend on concerned State/UTs to offer land free of cost to build the laboratory.

Action-2

Commencement of supply of equipments would depend on the finalization bids and place supply order and deliver equipments by DGS&D Dept of Commerce

Action-3

Vetting of the draft Rules would be depend on Timely vetting and examination of the Rule provisions by the M/o Law, Govt. of India

Objective –IV and Objective –V

NTH performance is dependent on CPWD, Director General of Supply & Disposal (DGS&D), and Private & Foreign Manufacturers.

For procurement of Machinery & Equipment, NTH performance is dependent on (DGS&D) Private and Foreign Manufacturers. NTH has no control over these agencies. The release of equipments from airport/seaport is done by DGS&D in most cases and delivery of the equipments to laboratories takes time is also their task.

For Land & Building, NTH is entirely dependent on CPWD and NTH has no control over it except releasing fund. The utilisation of authorised funds/budget by CPWD crucially determines the progress of construction activity.

In addition, revenue generation process of NTH is dependent on inflow of samples from private agencies, public bodies and BIS. Approval of BIS for NTH laboratories is also required for the same. NTH provides exclusive facility of testing BIS samples on credit and hence actual revenue under this head depends upon clearance of bills by BIS.

Apart from this, the revenue generation process is also dependent on economic scenario, especially the demand from the industries of the country on which NTH has no control. Moreover, the number of manpower including the working scientists actually involved in revenue generation activities in the laboratories is also crucial for increasing the revenue in NTH.

Objective –VI and Objective –VII

Connectivity of Commodity Exchanges with APMC Mandis would depend on the support of the Mandi management for successful implementation of the project.

Objective –VIII

Introduction of the Bill in Parliament is subject to approval of the Cabinet for Amendment of the BIS Act, 1986 after its vetting by the Legislative Department