

GOVERNMENT OF ANDHRA PRADESH

Office of the Commissioner of
Civil Supplies, A.P., Vijayawada.

CCS Ref No CA II /E-326010 /NCD /2017.

Dated:14.12.2017.

Sub:- Consumer Affairs –Celebrations of National Consumer Day-2017 on the theme “Emerging Digital Markets: Issues and Challenges in Consumer Protection” – District level – Instructions – Issued.

Ref:- D.O.No:J-15011/7/2017-CPU, dated: 24-11-2017 received from the Additional Secretary to Govt., of India, Ministry of Consumer Affairs, Food & Public Distribution, Dept., of Consumer Affairs, New Delhi.

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1. The Department of Consumer Affairs, Food & Civil Supplies is celebrating National Consumer Day on 24th December every year. The Department is entrusted with the responsibility of educating, informing and protecting the Consumers rights. Observance of National Consumer Day is important to remind us to make efforts to achieve the consumer protection. In order to bring awareness among the student members of the Consumer Clubs in high schools and Degree Collèges, every year during the month of December, Elocution and Essay writing competitions are being conducted at District Level.
2. Since all the Government Departments, Business establishments, Industries, Trade and Service Providers are serving the consumers by satisfying their needs, it is essential to involve all of them and bring them on a single platform in order to protect the rights of consumers in an effective manner. In this direction, the departments connected with Consumer Affairs like Commercial Taxes, Industries, Health, Transport, Institute of Preventive Medicines and the CVOs have to be involved in conducting the National Consumer Day weeklong celebrations from **18.12.2017 to 24.12.2017** .
3. GOI have communicated the theme “Emerging Digital Markets: Issues and Challenges in Consumer Protection” for observance of the National Consumer Day 2017 in a befitting manner by organizing competitions, workshops and seminars.

4 All the Dist. Collectors are requested to make arrangements to conduct the Elocution and Essay writing competitions to the students in consumer clubs at high school level and college levels in three languages viz. English, Telugu and Urdu in the districts of Kurnool, Anantapuramu, Kadapa and Guntur, in the remaining Districts to conduct the above competitions in 2 languages viz Telugu & English on the theme of National Consumer Day-2017 as was done previously. Further, it is also requested to organize Seminars and workshops etc on the theme "Emerging Digital Markets: Issues and Challenges in Consumer Protection".

5. Further, it is requested to give cash prizes to the Winners of 1st, 2nd, & 3rd prize in all categories at District level @ Rs.3000/-, Rs.2000/-, and Rs 1500/- respectively and instruct the 1st prize winners of 13 districts in all categories both at High school / College level for participating in the State level. The winners of State level competitions will be awarded 1st, 2nd and 3rd prizes with cash prizes @ Rs 7000/-, Rs5000/ and Rs3,000/- respectively at **State level Function.**

6. The Date and venue of the State level function will be informed later. The place of accommodation to the participants in State level Competitions and Teacher Guide will also be informed later.

7. The amount for meeting the expenditure of National Consumer Day 2017 celebrations and Prize money will be released to all the Collectors (CS) as was done in the previous year.


for Commissioner of Civil Supplies

To
All the Collectors (CS)
The Accounts Officer (CS)
All the District Supply Officers,
All the DCICs
Copy to PA to CCS/ DCS
Spare.