

## APPEAL FOR YOUR SUPPORT

### Help us help you

Dear Members, Donors and Well-wishers

Subject: Time to Report Progress and Request Your Support

It is that time of the year when we share with you important highlights of our achievements and seek your support. You have built our confidence by sending contributions of Rs. 20 lakh last year. Thank you. What we did with it? On the next page some of the key contributions made by us to serve the consumers of India are highlighted.

Last year, one of you complained that "CERC was not making any national impact and was only solving small problems of consumers". It is not so. Individual complaints are important as most of us are often helpless against powerful products and service providers. We are proud that over 80% consumer problems are resolved by mediation or through consumer courts. But several national advocacy issues are also taken up by CERC, though its impact may be hidden or may take time.

This year, while Government supported projects continue, some restrictive conditions, like that we must directly contribute 25% of the project cost (excluding overheads) has held us back in accepting Government funds. Donations and endowments are our main source of 'margin' money as our income from earnings are very modest.

Of late, misleading advertisements are getting reduced and soon celebrities will be careful in endorsing products and services. CERC has played a major role in this regard. And our Hindi bi-monthly *Grahak Sathi* is spreading the message. Hope you are getting the magazine. Also, our monthly e-bulletin *Consumer Alert* is sent free to members, donors and well-wishers.

We confess that without your support, we will not be able to sustain our work. CSR funds are not coming our way though consumer protection activities are eligible. Use this avenue if you wish to. Your large or small donations are most precious and welcome. Individuals like you who appreciate our work are our greatest strength. Please donate liberally. Every penny is being well spent, we assure you. Ask for any information. We are clean and transparent.

With Greetings for the New Year and Best Wishes

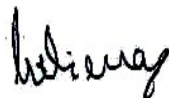
Sincerely Yours



**Dr. V. G. PATEL**  
CHAIRMAN-CERC



**PRAFUL AMIN**  
CHAIRMAN-TORCH



**WALTER VIEIRA**  
CHAIRMAN-CERS



**UDAY MAWANI**  
CEO

## **Major Impact of our Activities in the past year**

### **Advocacy**

- CERC submitted recommendations to the Prime Minister and Chief Justice of India to bring about judicial reforms without additional costs or legislative interventions.
- Test Reports from our product testing laboratory revealed adulteration and contamination in loose groundnut oil. We sent a representation to the Ministry of Consumer Affairs, Government of India to ensure availability of small packs of edible oil in the interests of the health and safety of poor consumers.
- BIS is considering our representation made in respect of ban on use of triclosan and other antibacterials in personal care products.

### **Misleading Advertisements**

- We have constantly tracked and reported misleading advertisements that cause detriment to consumers and have had appropriate action taken by the Regulators.
- We have also objected to celebrity endorsements which make misleading claims. A case in point is a *pan masala* advertisement (claiming benefits of *kesar*) endorsed by a celebrity, which was withdrawn by a TV channel after our intervention.

### **Consumer Complaints and Legal Assistance**

- Through Grahak Suvidha Kendra (GSK) and Toll-Free Helpline we have served more than 15,000 consumers in the year and got them cash refunds of almost Rs. 50 lakh besides replacement, repairs and other remedies.
- The major areas of mediation success have been in education, health care, white goods, electronics, tours and travels, airlines and banking.
- Recently, complainant Jatin Shah got a refund of Rs.11.84 lakh from a builder after we send a legal notice. Currently, we have 137 ongoing cases in various courts right up to the Supreme Court.

### **Consumer Education and Empowerment**

- Through our print and e-publications we have reached out to almost 1 lakh households across the country. These include Hindi bi-monthly *Grahak Sathi*, Monthly English e-newsletter *Consumer Alert*, Quarterly *Green Insights* and bi-monthly e-newsletter *Green Alert*. This cumulatively means 28 annual contacts to each household.
- We have set up and run Consumer Clubs in 70 Schools of Ahmedabad.

**Much has been done. Much more will be done with your good wishes.**

To  
Chief Executive Officer  
Consumer Education and Research Centre  
SURAKSHA SANKOOL,  
Sarkhej Gandhinagar Highway, Thaltej  
Ahmedabad 380054.

Date:

**RESPONSE FORM**

Sir

**Subject: Financial assistance for Consumer Protection Activities**

I/We am/are pleased to send you a Cheque/DD No. \_\_\_\_\_ Dated \_\_\_\_\_ drawn on Bank  
\_\_\_\_\_ branch \_\_\_\_\_ for Rs. \_\_\_\_\_  
(Rupees \_\_\_\_\_ only) in favour of **“Consumer  
Education and Research Centre”** as my/our contribution to the consumer protection activities pursued by  
your organisation. This may be used for the following purpose:-

Mediation	_____	Legal Assistance	_____
Consumer Education & Research	_____	Laboratory Testing of Consumer Goods	_____
Library Upgradation	_____	Infrastructure Improvement	_____
Environment Protection	_____	Any of the above	_____
Training Centre	_____		

Please send/don't send Income Tax exemption certificate under Section 80G (5).

My/Our PAN (Permanent Account Number) is \_\_\_\_\_

Thanking you,  
Yours faithfully,

[Signature]

Name

Address

City

Pin

Tel. No.

Mob.

E-mail

**PS: CERC's Bank details for direct deposit: ICICI Bank LTD, Drive-in-Road Branch,  
Ahmedabad, Current A/c. No.006405000262, IFSC CODE: ICIC0000064**