

ABOUT CUTS



■ CUTS work for institutionalising inclusive policymaking processes that support its vision of Consumer Sovereignty

Value for People ■ September 2023



CUTS began from a rural development communication initiative, a wall newspaper, Gram Gadar (Village Revolution). This is published regularly and reaches every nook and corner of Rajasthan, including remote villages. It has been instrumental in providing a forum for oppressed classes at the grassroots to get justice.

Established in 1983 as a rural development communication initiative, Consumer Unity & Trust Society is currently at the cutting edge of consumer movement in India and across the globe. The organisation has become a leading Southern voice on Rules-Based Trade, Effective Regulation and Good Governance. CUTS Mission is 'Consumer Sovereignty in the Framework of Social Justice, Economic Equality and Environmental Balance, Within and Across Borders.'

At present, CUTS operates out of:

- Three Programme Centres in Jaipur and one in Chittorgarh, India
- A Public Policy Centre in Jaipur
- An Advocacy Centre in New Delhi and a Resource Centre in Kolkata, India
- Six Affiliated Centres in Lusaka, Nairobi and Accra (Africa), Hanoi (Vietnam), Geneva (Switzerland) and Washington DC (USA).
- CUTS Institute for Regulation & Competition (CIRC) was established in New Delhi 2018 with the aim of offering research, educational and training programmes on competition policy and law and sector regulatory laws.

Over the last four decades, CUTS has experienced an organic and evolutionary growth – marked by a refreshing spontaneity in responding to the need of the hour, particularly those of the developing world, by addressing contemporary and emerging economic governance issues at national, regional and international-level through an exchange of ideas, evidence and experiences of state and non-state actors.

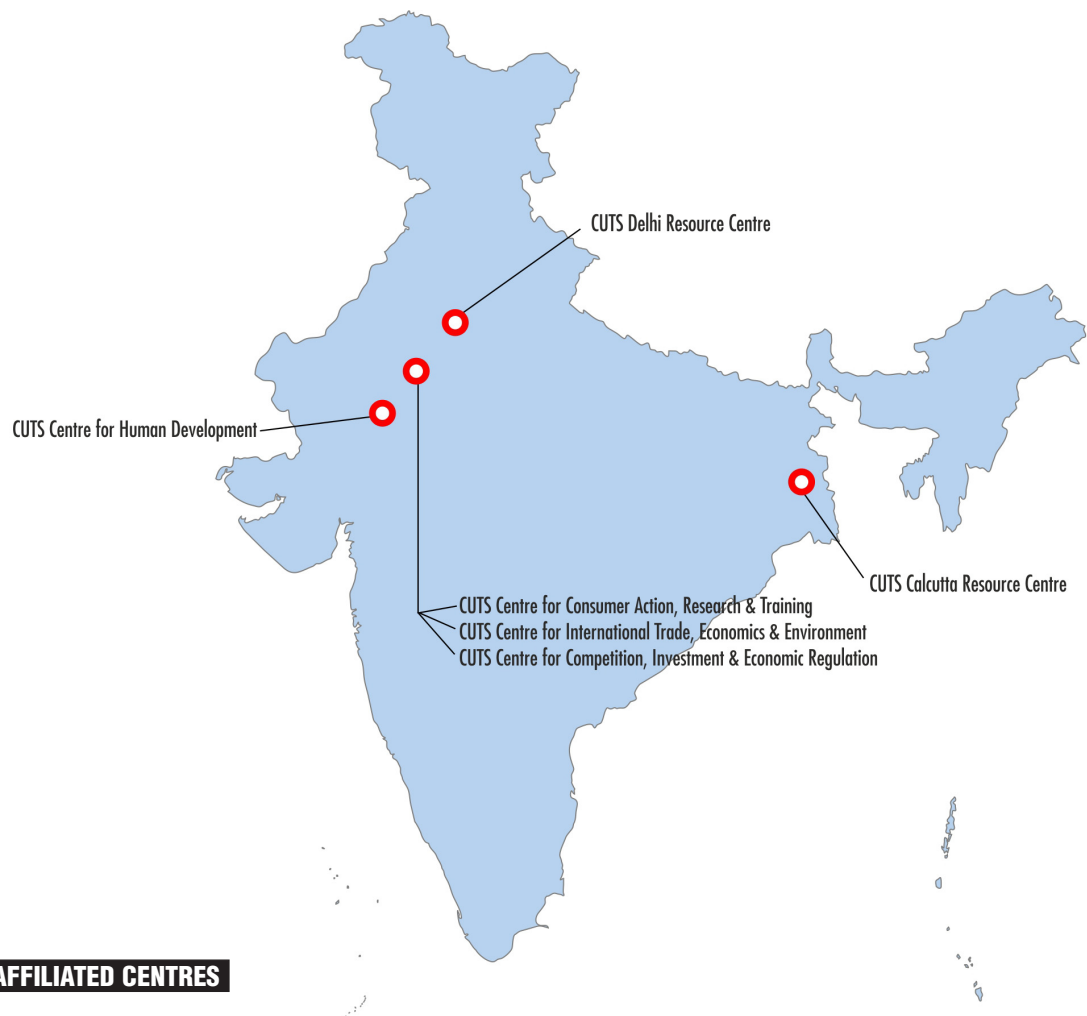
www.cuts-international.org



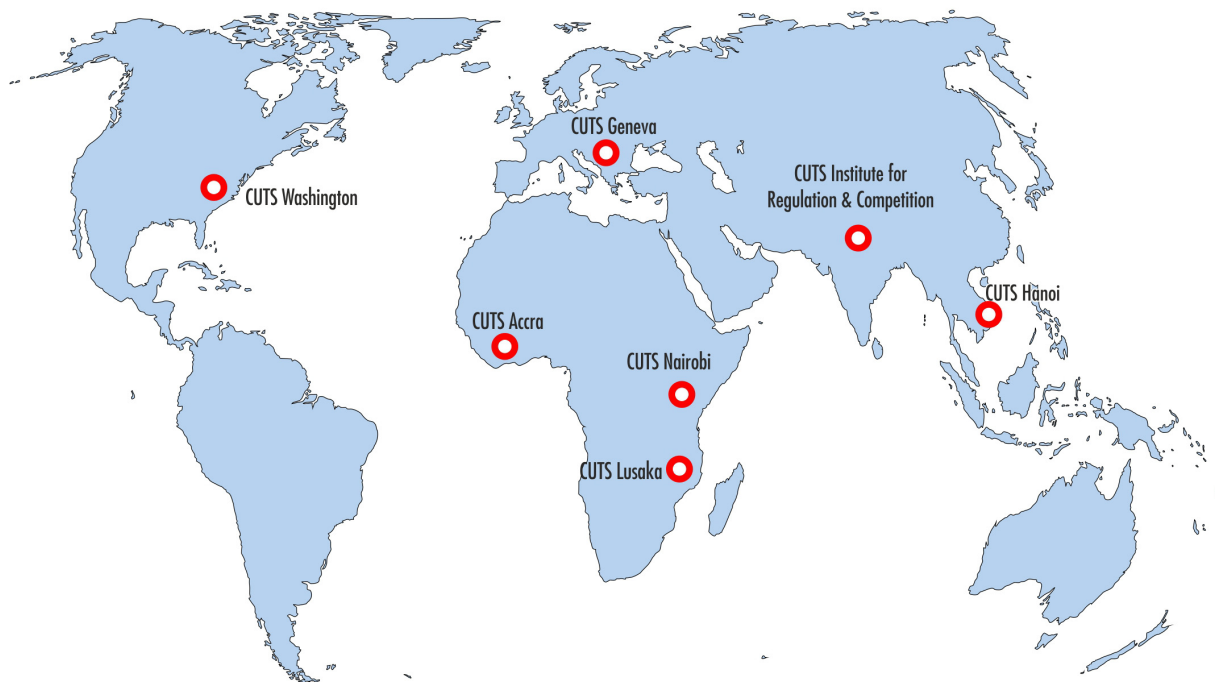
The Indo-Pacific Civil Society Forum (IPCSF), is a unique initiative of CUTS, which brings together reputed Civil Society Organisations (CSOs) across the length and breadth of the region, on a common platform to strengthen advocacy on important issues common to the Indo-Pacific. CUTS formally launched IPCSF, along with other like-minded CSOs, on September 30, 2022.

IPCSF members have commended CUTS for initiating a platform for Civil Society Engagement in the Indo-Pacific and expressed willingness to collaborate under the forum. Keeping in mind the hugely encouraging feedback received, CUTS will be holding interactions in the coming months, including theme-based webinars, articles (co-authored by IPCSF members), and E-Group Interactions to elicit the participation of members.

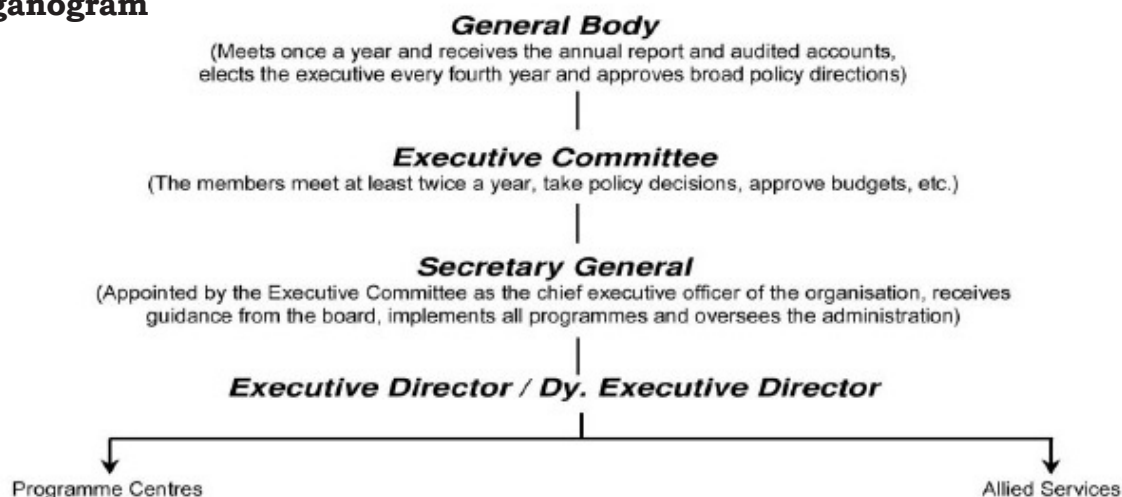
PROGRAMME & RESOURCE CENTRES



AFFILIATED CENTRES



Organogram



Executive Committee

1. Asha Bhatnagar, President
2. Pradeep S Mehta, Secretary General
3. Ajit Singh, Secretary
4. Bipul Chattopadhyay, Treasurer
5. Ganga R Singh, Director, READS, Member
6. Vijay Vir Singh, President, Vivekananda Global University, Jaipur, Member
7. Shail Mayaram, Professor, Centre for the Study of Developing Societies, Member
8. Rima Hooja, Archaeologist & Writer, Member
9. Sudhir Mathur, Social Entrepreneur, Member

Affiliations/Membership

- | National/State | International |
|--|--|
| • Credibility Alliance | • South Asia Watch on Trade, Economics & Environment |
| • India PPP Capacity Building Trust | • United Nations Conference on Trade and Development |
| • Public Affairs Centre, Bengaluru, Karnataka | • Consumers International |
| • Steering Committee on Ecomark, Ministry of Environment, Forest and Climate Change, Gol | • East African Community |
| • Board of Trade, Department of Commerce, Gol | • Member of Global Think Tank of Swedish Society for Nature Conservation |
| | • Partner of Global Partnership for Social Accountability, Word Bank |
| | • Common Market for Eastern and Southern Africa |

Our People

Members:	53 life
Full-time Staff:	100
Part-time Staff:	05
Volunteers:	300

Decision Making

The General Body and the Executive Committee lay down the policy directives for the organisation. The broad decisions are implemented through a core Management Committee consisting of the Secretary-General, Executive Director, Deputy Executive Director, Advisers, Directors, Associate Directors, Assistant Directors, Heads and Deputy Heads of the Centres.

REFLECTIONS



CUTS has developed from a modest NGO to a pre-eminent position, dealing with issues relating to the world trading system and is now on the frontline of research and advocacy on global trade issues.

Jagdish Bhagwati

*Professor, Columbia University,
New York*



Congratulations! I can personally attest to the yeoman's service CUTS has done over the last 40 years as a pioneering NGO of the South engaging with the North on trade and development! And keeping faith in the multilateral trading system at all times.

Lakshmi M. Puri

*Former Assistant Secretary General,
United Nations
Former Deputy Executive Director,
UN Women*



CUTS is a model to emulate for all our civil society organisations. Under the leadership of Pradeep, the CUTS shows how to blend analytical rigour with vigorous policy advocacy and thus promote better economic and social policies with successful outcomes at the various levels of the government.

Dr. Vijay L. Kelkar

*Former Finance Secretary,
Govt. of India*



It was an honour to meet the CUTS team, who has done so much to promote consumer rights and build the US-India partnership.

Patricia A. Lacina

*Chargé d'Affaires
US Embassy, New Delhi*

DEVELOPMENT PARTNERS

We have received or are receiving funds for various projects from the following donors:

Government Sector

British High Commission, India
Canadian International Development Agency
Department of Foreign Affairs and Trade, Australia
Foreign, Commonwealth & Development Office, UK
Government of India
Government of Rajasthan
Government of Sweden
Government of The Netherlands
Insurance Regulatory and Development Authority of India
Norwegian Agency for Development Cooperation
Reserve Bank of India
Swedish International Development Agency
The European Commission
United Nations Conference on Trade and Development (various agencies)
World Health Organisation
Department of State, United States of America
Ministry of Foreign Affairs (various countries)

Non-Government Sector/International Agencies

Asian Development Bank, Philippines	Norwegian Institute for Consumer Research, Norway
Australian Centre for International Agricultural Research	Oxfam GB, UK
Campaign for Tobacco-Free Kids, USA	Organisation for Economic Cooperation & Development, France
Consumers International, UK	Partnership for Transparency Fund, USA
Centre for WTO Studies, India	Public Affair Centre, India
Deutsche Gesellschaft für Internationale Zusammenarbeit, Germany	Save the Children, India
Friedrich Ebert Stiftung, India	Sightsavers, India
Global Health Advocacy Incubator, USA	South Asia Watch on Trade, Economics & Environment, Nepal
Global Road Safety Partnership, Switzerland	Shakti Sustainable Energy Foundation, India
Heinrich Böll Stiftung, India	South Asian Forum for Infrastructure Regulation
IKEA Foundation, The Netherlands	Swedish Society for Nature Conservation, Sweden
International Development Research Centre, Canada	The Ford Foundation, India and USA
Institute of International Education, USA	The Friedrich Naumann Stiftung, Thailand
Indian Institute of Corporate Affairs, India	The John D. Catherine T. MacArthur Foundation, USA
International Finance Corporation, USA	The Asia Foundation, India
Integrated Research for Action and Development, India	The Bill & Melinda Gates Foundation, India and USA
International Road Transport Union, Switzerland	The International Federation of Red Cross and Red Crescent Societies
National Bank for Agriculture and Rural Development, India	The World Bank, India and USA
NOVIB, The Netherlands	



CUTS Centre for Consumer Action, Research & Training (CUTS CART) was established in 1996 to continue contributing toward attaining its inherited agenda of Consumer Protection and Education. The Centre spearheaded several campaigns and pioneered consumer empowerment. The Centre's mission is to enable consumers, particularly the poor and the marginalised, to achieve their right to basic needs, sustainable development, and good governance through a strong consumer movement.

Consumer Empowerment

Grahak Sahayta Kendra (Consumer Care Centre) works as a ONE-STOP CENTRE catering to a spectrum of services for consumer welfare. GSK also functions on a common IT platform of National and State Consumer Helplines.

Since 2016, CUTS, in collaboration with the Reserve Bank of India (RBI)/ Depositor Education and Awareness Programme, has been creating mass awareness about safe investments by organising workshops at various places in Rajasthan.

The Centre is advocating with food manufacturers/ industry associations for soliciting support for the best practices for Front of Package Labelling (FoPL) publicly.

Good Governance

CUTS CART is improving urban governance through its interventions, such as the 'Rajasthan City Mayors' Learning Platform' where all Mayors of the State of Rajasthan participate to share and learn best practices. This intervention resulted in enhancing the knowledge of elected

representatives and officials through regular interactions with each other.

Sustainable Development

The project 'Developing a Culture of Sustainable Consumption and Lifestyle Through Promoting Organic Consumption and Production and Adopting Sustainable Consumption Practices by Engaging Consumers in the State of Rajasthan, India' (ProScop) will be implemented in 12 targeted districts and all seven divisions of Rajasthan for five years.

CUTS CART has also initiated a project, 'Sustainable Consumption and Production in India (SDG 12)-A Consumer Perspective', to frame the understanding of the concept of SCP beyond SDG 12 and expand it beyond its current environment dimension.

The Centre coordinates the Green Action Week Fund-India campaign, which has 12 states increased the awareness about sharing community and the sustainable consumption pattern among common consumers of targeted places.

On the related issue, the Centre is also creating efforts to make Good Samaritan a mass issue through awareness activities.

Milestones

- Our intensive interaction with Parliamentarians led to the passing of the Motor Vehicles (Amendment) Bill, 2019. The centre envisages ensuring enhanced Road Safety in India through advocacy for the speedy rulemaking and effective implementation of Road Safety Law in India.
- Advocated with policymakers/ stakeholders to assess the Indian urban scenario to revisit the 74th Constitutional Amendment Act.





CUTS Centre for International Trade, Economics & Environment (CUTS CITEE) was established in 1996 to become the 'global centre of excellence' for research and advocacy on multilateral trade and sustainable development issues and has been working on areas of trade, economics, and the environment. The mission of CITEE is pursuing economic equity and social justice within and across borders by persuading governments and empowering people. Over a span of more than two decades, the Centre has consolidated its work on cognate issues of trade and development under three programme areas: WTO Issues and Free Trade Agreements, Regional Integration in South Asia and Trade and Sustainable Development.

Milestones

- Through a series of global webinars with high-level participation and a global pledge, CUTS was able to raise the ante on the need for the World Trade Organisation as an essential public good and an imperative to govern and promote the multilateral trading system.
- Organised an interactive session as a side event of the World Water Week on 'Inclusion of Voices of Riparian Communities in Trans-boundary Rivers' on August 24, 2021.

WTO Issues and Free Trade Agreements

The Centre conducts high-level political and economic analyses of multilateral trade issues, strengthens the capacities of civil society, and participates in global debates on how international trade issues affect people's lives, especially the poor and consumers.

Regional Integration in South Asia

CITEE works extensively on trade facilitation and connectivity in South Asia in an inclusive and empowering approach for better integration and economic opportunities. In the last couple of years, the Centre's focus area has been extended to trade, investment, knowledge-sharing, connectivity and cooperation in the Indo-Pacific region.

The project 'Enabling a Political Economy Discourse for Multimodal Connectivity in the BBIN sub-region' aims to generate an informed political economy discourse to position advocacy messages for

multimodal connectivity in Bangladesh, Bhutan, Nepal and India (BBIN), and to address the implementation challenges of the BBIN Motor Vehicles Agreement (MVA).

Trade and Sustainable Development

CITEE has been consistently working towards devising an all-inclusive growth strategy through its work on linkages between trade, poverty alleviation, standards (labour and environmental) and livelihoods.

Under the Transboundary Rivers of South Asia programme, CITEE organised a series of multi-stakeholder dialogues and webinars in 2021 to build consensus and secure stakeholder buy-in for inclusive cross-border trade and tourism in the transboundary waterways between India and Bangladesh.

The Centre also organised capacity-building programmes on digital and financial literacy for women entrepreneurs under the project 'Building Resilience of Mountain Women of the Hindu Kush Himalayas.' In collaboration with the Self-Employed Women's Association (SEWA), CITEE conducted a research study to analyse the impact of trade agreements on the textile, garment and dairy sectors.





CUTS Centre for Human Development (CUTS CHD) was established in the year 1990 in Chittorgarh. Ever since its inception, CUTS CHD has been pursuing consumer issues and community-based action programmes at the grassroots in four districts of Rajasthan, namely Chittorgarh, Bhilwara, Banswara, and Pratapgarh. The Centre's mission is to be an innovative centre for strategic interventions to raise the living standards of people. The Centre focuses on five major functional areas: Empowerment and Livelihoods, Child Rights, Good Governance, Environmental Education and Protection and Health and Hygiene.

Empowerment and Livelihoods

Farmers Producer Organisations project was undertaken with the support of the Small Farmers Agri-Business Consortium, National Bank for Agricultural and Rural Development, National Cooperative Development Corporation in Bharatpur, Chittorgarh and Banswara districts of Rajasthan.

The aim is to facilitate the development of sustainable income-oriented farming and socio-economic development and well-being of agrarian communities.

Child Rights

CHILDLINE programme supported by the Ministry of Women and Child Development aims to reach out to every child in need of care and protection by responding to emergency calls and advocating services for inaccessible or non-existent children. A total of 4855 cases have been successfully intervened to date.

Send Children back to School Programme supported by Rotary India Literacy Mission aims to open Asha Kiran Centre-A Ray of Hope and send back children from socially and economically disadvantaged and vulnerable communities, like children of migrant workers, victims of child labour practices, tribal communities and children in need of care and protection. A total of 400 children will be covered.

Environmental Education and Protection

The project aims to develop a culture of sustainable consumption and lifestyle through promoting organic consumption and production and adopting sustainable consumption practices by engaging consumers in the Bhilwara, Chittorgarh, Banswara and Pratapgarh districts of Rajasthan.

Health and Hygiene

Eat Right health campaign in four blocks, mainly focused on women, children, and adolescent girls on quality food, balanced diet, safe drinking water, and health hygiene, Over 2000 persons directly benefitted through various resource persons.

Mask Mission Campaign during COVID-19 pandemic by SHGs women, prepared 30000 masks and supplied them to government departments and slum areas.

Good Governance

Community Kitchen is operated by Disabled People Organisations, which provides quality and nutritious meals to the poor, and needy persons on a concessional rate twice a day. It also offers free of cost food to patients in hospitals and serves 245,000 meals to those people who cannot bear the meal cost.



Milestones

- The Government of Rajasthan honoured our best community kitchen service and gave the organisation a Certificate of Appreciation and memento.
- Appreciation certificate from the Medical and Health Department, Bhilwara, in successfully dealing with COVID-19, provided masks, sanitisers, dry ration and linkages with PDS and various welfare schemes.



To confer a distinct identity to CUTS' research and advocacy work on Competition and Regulatory Reforms and Investment, especially from the perspective of the developing country consumers and to build the capacity of southern civil society across Africa and Asia, CUTS Centre for Competition, Investment & Economic Regulation (CUTS CCIER) was established in 2003 in Jaipur, India, as a programmatic Centre of CUTS. Its mission is promoting fair markets to enhance consumer welfare and economic development.



Milestones

- Partner in a global initiative by UNCTAD, namely "eTrade for all" to make e-commerce inclusive and drive development.
- Signed an MoU with ARPI to create opportunities for Indian and Australian firms to invest in 6G networks.

Competition Policy and Law

The Centre in collaboration with CUTS Institute for Regulation & Competition (CIRC) came out with its flagship Biennial Publication 'India Competition and Regulation Report (ICRR) 2021'. This eighth edition was dedicated to the digital economy with the theme of 'Towards Inclusive Digital Economy in a post-COVID era'.

The theme for World Competition Day, 2022, an annual *pro-bono* initiative of the Centre, was 'Competition Policy and Climate Change.'

Economic Regulation

CCIER is implementing a project 'Exploring the Potential of Last Mile Transportation as an Enabler for Green Jobs' to explore the potential of decarbonisation of last-mile connectivity on the local economy and livelihood opportunities.

The Centre is working on a project, 'Solarisation of Agriculture Feeders' to develop a guidebook for state-level policymakers and agencies in the sustainable implementation of PM-KUSUM A and C (feeder-level solarisation).

The Centre is implementing a project Ease of Doing Digital Business to examine the factors that facilitate the ease or unease of doing digital business in India in existing and proposed laws on digital companies and their impact.

Further, CUTS CCIER also worked on 'Research-based Advocacy on Unintended Lacunae of including aspects of Non-personal Data in Personal Data Protection Bill' to analyse the Joint Parliamentary Committee report on PDPB and inclusion of NPD under the scope of the bill.

Investment Climate

With the objective to create opportunities for Indian and Australian firms to invest in 6G networks and related equipment-making and propagating 6G deployment in the Indo-Pacific region, CCIER is implementing a project 'Ethical 6G-Identifying Elements of Ethical Framework for 6G and Creating Opportunities for India and Australia'.

Accelerating Electric Vehicle Adoption in Rajasthan project will identify current supply and demand side gaps as well as various policy practices to ease the transition to electric vehicles in Rajasthan.

Consumer Protection

The Centre has implemented a project called 'TV Consumer Market Study' to understand how consumer perspectives on television consumption have evolved and capture trends based on set parameters.

Another project, Status of E-consumers in India undertakes a primary study to analyse consumer welfare from E-commerce in India.

CUTS Calcutta Resource Centre (CUTS CRC) came into existence in 1987. The Centre started working in the area of Consumer Protection and gradually included Trade, Economics & Environment. Since 2008, CRC has been working on Energy, Sustainability, Trade & Connectivity, Regulatory Reforms, Consumer Safety and Governance issues. The Centre's mission is to promote economic equity and sustainable development within and across borders in Eastern South Asia through evidence-based advocacy and consumer empowerment. The Centre is working on three broad programme areas: Trade and Regional Connectivity, Energy & Sustainability and Safety and Consumer Empowerment.

CUTS CRC has been working on various projects aimed at strengthening trade, connectivity, and integration in the Indo-Pacific with a focus on countries in the BBIN region. CUTS has been closely working with various multinational development partners in this regard and has done credible work on border haats.

Recently, it concluded a project that looks at the potential of traffic diversion from roadways to inland waterways to decongest select integrated check posts and land customs stations on the India-Bangladesh border.

Also, CRC, with the support of the Public Affairs Section, US Consulate, Kolkata, is working towards developing a collaboration of women journalists in the Indo-Pacific region to counter misinformation, disinformation, and fake news.

One of the milestone projects of CRC was the setting up of a consumer assistance cell for electricity in nine districts in West Bengal in association with the West Bengal Electricity Regulatory Commission (WBERC), to create a greater level of awareness among electricity consumers on the grievance redressal process and related sector regulations.



Milestone

- Developed and published a video documentary on Border Haats and their impact on local communities residing along the India-Bangladesh border.

CUTS Washington DC (USA)



CUTS WDC Center was established in 2018 to impact US-India economic and strategic relations in the broader Indo-Pacific context. The focus areas are Trade, Strategic Issues, Technology & Innovation and Energy. The Center actively engages with all stakeholders in the Indo-Pacific region, countries of the rekindled quadrilateral, international trade bodies and institutions globally.

India-U.S. Partnership: CUTS-WDC is implementing Defense News Conclave

Project: Stories of U.S.-India Defense Partnership with the support of the U.S. Department of State. Through this project, the Center organises a series of workshops for training 100-120 journalists inclusive of local Indian languages, storytellers, media professionals, and community leaders from India and the U.S. that focuses on spreading awareness about the need for a free, open and secure Indo-Pacific, and highlight the importance of U.S.-India defense partnership.

The Indo-Pacific Civil Society Forum: It is an informal Forum of Civil Society Organisations that embraces openness, a rules-based framework, good governance, mutual respect, economic cooperation and striving toward prosperity. The objective of the Forum will be to make a platform for advocacy on important issues common to the Indo-Pacific region. This Forum will help bridge macro-micro information and policy gaps.



Milestone

- Under the Green Action Week programme, the organisation successfully hosted a kitchen demo at Rhodes Park School, Zambia. A recipe booklet was developed to showcase the importance of nutritious meals to improve diets.

Lusaka



CUTS International, Lusaka, Zambia, was established in 2001 and has been functioning as a Southern African Centre for policy research, capacity building, advocacy and networking on Trade and Development, Competition and Regulatory Policy, Consumer Welfare and economic governance. Its mission is: "To promote South-South cooperation in trade and development by involving state and non-state actors".

Over the past 20 years, CUTS International, Lusaka has

distinguished itself by implementing niche projects anchoring on trade, economic regulation and regional cooperation with the objective of a sustainable increase in consumer welfare in several countries in Southern Africa.

The Strategic Plan for 2022-2026 has identified five thematic work programme for the Centre viz. Trade and Development, Economic Governance, Consumer Welfare, Climate Change and Development and Gender and Governance.

Nairobi



Milestone

- Under one of its project CUTS has been able to engage in several actions with various stakeholders drawn from the county executive, departmental heads, county assembly leadership, civil society and community-based organisations on climate change, among others. This has led to enacting the County Climate Change Act 2022, paving the way for intense Climate Action.

CUTS Nairobi, Kenya is an independent NGO registered in Kenya in the year 2000 under the NGO Coordination Act of the Laws of Kenya and started its operations in the year 2003. It draws its strength from a unique work methodology viz. policy research, policy advocacy, networking, and capacity building in three programmatic areas: Consumer Protection, Awareness & Governance; International Trade & Development; Regional Integration; Competition, Investment & Economic Regulation.

Its mission is: "To develop a close and beneficial relationship between two developing regions, namely, Eastern and Central Africa and South Asia".

The Centre is implementing "Towards an Effective Digital Financial Consumer Protection Regime in Kenya" which seeks to examine the technological, institutional and legal gaps relating to digital financial consumer protection and identify challenges and the potential benefits of strengthening consumer protection in digital finance.

The Hivos-supported "Voices for Just Climate Action (VCA) in Kenya" has a vision of ensuring that by 2025, local civil society and underrepresented groups in will have taken on a central role as creators, facilitators and advocates of innovative and inclusive climate solutions.

Accra



CUTS Accra was established in Ghana in August 2013 to extend its work in the area of Consumer Protection, Awareness & Education, Economic & Investment Regulation, Trade and Development, Regional Integration, Healthcare & Fiscal Policy, Competition Policy and Law in the West African region. The Centre's Mission is: "To pursue CUTS' Vision of Consumer Sovereignty in West Africa."

The Centre, is implementing a project titled "Market Research for Key Markets in the

ECOWAS Region" is to promote, maintain and encourage competition in West Africa and enhance economic efficiency in production, trade and commerce at the regional level.

The Centre is implementing a project to support and facilitate policy changes and amendments in the national drink driving legislation and ensure its effective implementation so that the lives of road safety victims of drink and drive cases and other vulnerable road users can be

Milestone

- The findings from a survey conducted by CUTS Accra showed that less than 13 percent of SMEs know about the African Continental Free Trade Area (AfCFTA). In this context, the Centre, with support from GIZ, held a series of capacity-building workshops which improved knowledge of the Private Sector in Malawi, Ethiopia and the Ivory Coast of the protocol on the AfCFTA RoO.

Geneva



Since 2008, CUTS International, Geneva has pursued its mission "To establish and promote a pro-trade pro-equity credible Southern NGO voice as well as the means to achieve this in the policymaking circles working on trade and development and other related issues in Geneva".

Both in Geneva's international debates and in developing countries on the ground, CUTS Geneva tackles a wide range of SDGs across four main themes:

We strive to preserve a strong and functioning multilateral trading system, including through support for better participation of smaller developing countries and LDCs, and to promote balanced and fair rules for all to support sustainable development at the national, regional and international levels.

Inclusive and progressive structural transformation require sound regulations and well-functioning markets. We help governments craft sound policy environments on trade, competition, investment, consumer protection, services, industrial and private sector development, technology and innovation, e-commerce and more.

We strive for climate-resilient, sustainable economies and livelihoods through support for environmentally-sound policies and strategic use of global climate talks.

Despite its huge potential in many developing countries, the agriculture sector often falls short of securing food for all and faces multi-pronged challenges. Tackling these from domestic realities to global agricultural trade rules, our support aims to promote sustainable agricultural systems that ensure food security.



Milestones

- We helped the East African Community (EAC) to propose a roadmap for the future work of the UNFCCC on climate change and agriculture, which was later adopted by the whole membership.

OUR DIVERSE PUBLICATIONS



CUTS International

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