

CUTS has entered its 40th year in 2023. Today, the organisation, with a staff strength of about 150 and nearly 10 visiting fellows, operates out of three programme centres, one each in Jaipur, Chittorgarh and Kolkata, an advocacy centre in New Delhi, India; and six affiliated centres in Lusaka, Zambia; Nairobi, Kenya; Accra, Ghana; Hanoi, Vietnam; Geneva, Switzerland; and Washinton DC, USA. CUTS is presently perhaps the only Indian NGO with a wide international presence, pursuing South-South and South-North cooperation. All this growth has happened through a process of organic evolution due to responses to varied and increasing demands from society.

The organisation is celebrating its 40th Anniversary with a series of global events featuring scholars and dignitaries. Aligned with the G20 theme of inclusive growth during India's and Brazil's presidencies, CUTS is focussing on interdisciplinary research in rules-based trade, effective regulation and good governance. The aim is to shape future interventions, fostering conversations that contribute to a singular global future.

Three Verticals



RULES-BASED TRADE

CUTS works with a network of more than 60 research institutions and CSO partners around the world toward rules-based trade for advancing consumer welfare across the developing world to enjoy the benefits of liberalisation and integration into the world economy.



EFFECTIVE REGULATION

Supply-side dimensions of many public goods and services are changing fast, becoming more like semi-public goods. Therefore, CUTS works for effective regulation so that consumers can have better access to quality goods and services at affordable prices and ensure that the markets function well keeping the consumer in mind.



GOOD GOVERNANCE

CUTS works on good governance through grassroots capacity building, networking, and awareness leading to government engagement to bring marginalised voices and disadvantaged consumers to the table and ensure accountability of policy practices.

Accolades from a World Leader

Celebrating the 40th Anniversary of CUTS is truly a momentous occasion, particularly for a civil society organisation hailing from a developing country. I wholeheartedly extend my congratulations to Pradeep S Mehta and the entire CUTS team for their remarkable dedication and impactful endeavours.

Pradeep's constructive criticisms have played a vital role in shaping our work. I would like to pay tribute to him and express my deep admiration for the organisation's invaluable contributions.



Ngozi Okonjo-Iweala
Director-General of the WTO

MILESTONES



Rules-Based Trade

- Over time, we got into **International Trade Policy issues** when the Uruguay Round of the GATT was at its peak in 1991. This got further momentum in 1994-95 when the **WTO** was established in **Geneva**.
- Pradeep S Mehta, Secretary General, CUTS serves as **NGO Adviser** to the Director General of the **WTO** for **the third time, the only Indian citizen** to be thus appointed.
- Efforts to **promote the agro-processing industry in East Africa** as an effective weapon against climate change's impact on agriculture leading to poverty reduction was captured in **Kenya's new Trade Policy as a policy measure**.
- Unlike the usual process of approaching a donor for funding, the **Hewlett Foundation of USA** suggested we establish a **centre in Geneva** so that we are on the spot of action in the midst of the global economic organisations and extended support for seven years.

Effective Regulation

- Initiated legal action in 1985 against a matchbox manufacturer due to perennial matchstick shortages in their matchboxes. Investigations revealed that regardless of the manufacturer, **50-stick matchboxes contained only 35-40 sticks**, coupled with notably **inferior quality**. Like salt, matchboxes are consumed by the poorest of the poor and the richest of the rich. This case garnered substantial public attention in consumer awareness and played a pivotal role in the **establishment of CUTS**.
- Persuaded the Government of India to adopt the **Consumer Protection Act (COPRA) in 1986** and the **Competition Act in 2002 with research based evidence**. Both the laws are game changers in the economic policy rubric in our country to ensure economic democracy. Also, led to the drafting of the National Competition Policy for India.

- Promoted **competition, consumer protection and regulatory reforms** in over **30 developing countries in Asia and Africa** through research, advocacy and networking. Most critically, developed local capacities.

Good Governance

- Ratni Bai Khatik, a **CUTS networker**, was awarded the international prize '**Creativity of Women in the Rural Life**' in 2002 by the Women World Summit Foundation, Geneva, Switzerland.
- In 1990, CUTS campaigned for the poor and with the blessings of Mother Teresa marked **November 01 as World Poverty Day**. This led to the adoption by the United Nations of the International Day for Eradication of Poverty on October 17.
- Succeeded in getting a toxic additive, **Brominated Vegetable Oil banned for use** in soft drinks in 1990, which led to widespread **consumer awareness** of health and safety issues. Consequently, COPRA was amended to include banning of the marketing of hazardous goods and services, and withdrawal of such goods and services from the market.

We envision creating more jobs and job creators and working on various policies which can lead to India becoming a US\$5tn economy in 2024 and a US\$30tn economy in 2047 when India celebrates a centenary of freedom from the British.



CUTS International

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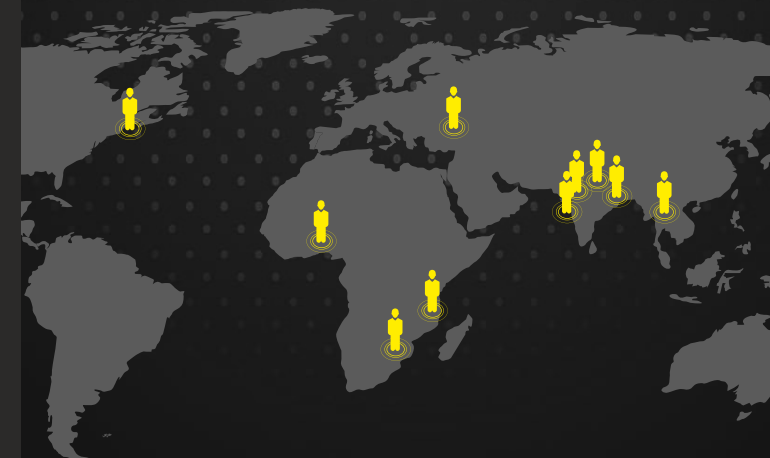
Also at Delhi, Calcutta and Chittorgarh (India); Lusaka (Zambia); Nairobi (Kenya); Accra (Ghana); Hanoi (Vietnam); Geneva (Switzerland); and Washington DC (USA).

Value for People
www.cuts-international.org



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