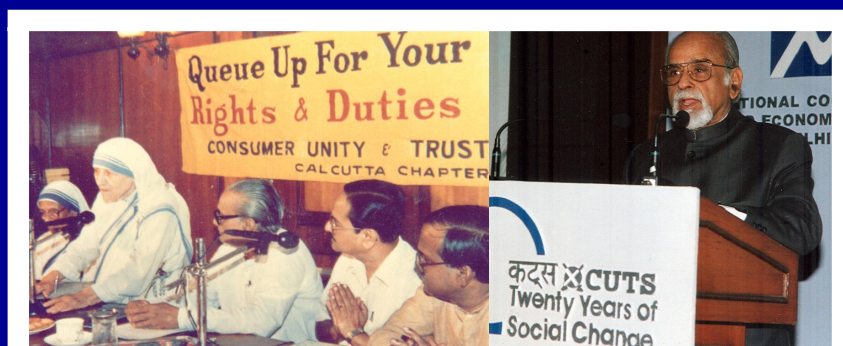
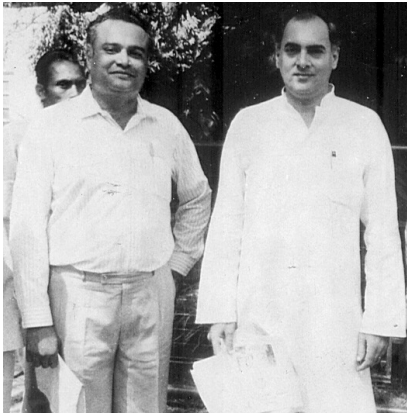


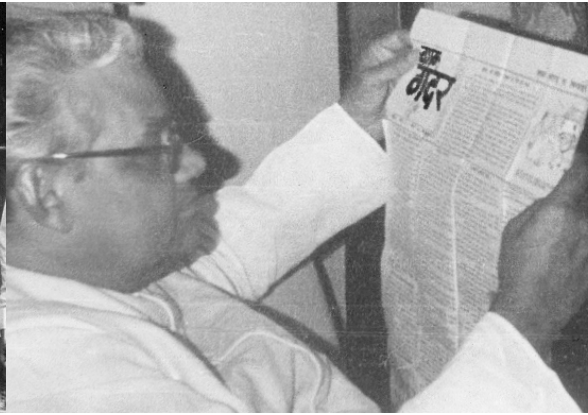
Pursuing Economic Equity and Social Justice



From Grassroots to International



Prime Minister Rajiv Gandhi (1984-1989) after endorsing CUTS poster on Consumer Rights, in New Delhi, on September 08, 1988



Atal Bihari Vajpayee, Prime Minister of India (1998-2004), taking a look at the *Gram Gadar* on November 09, 1983



Pascal Lamy, Director General, WTO speaking at the CUTS 20th anniversary conclave: From Doha to Cancun

CUTS has entered into its 25th year – a cause for celebration. When we began in 1983 out of a garage in Jaipur without any staff, we did not even dream that we will now have nine offices – five of them outside India – with combined staff strength of 150. CUTS is presently perhaps the only Indian NGO with an international presence. All this growth has occurred through a process of organic evolution due to responses to varied and increasing demands from the society. The growth of CUTS has been stimulated by significant international developments: increasing globalisation and liberalisation, the arrival of the World Trade Organisation (WTO) and the unprecedented economic growth in India.

While we work on a variety of issues – women's empowerment at the grassroots in Chittorgarh; road safety in Jaipur; better governance and accountability in Rajasthan; effective competition and regulatory regimes not only in India, but also in other countries of Africa and Asia through trilateral development cooperation*; enhanced understanding of the new international trade regime in the developing world, and especially at the grassroots in India – one common thread runs through all these programmes. These not only pursue the benefit of the common man/woman but also seek to make him/her an active partner in the course of future developments through research, advocacy and networking activities. What drives this? Our Vision: *Consumer sovereignty in the framework of social justice and equality, within and across borders.*

All this work has been made possible due to the generous support of the Government of India, Government of Rajasthan and several bilateral donors, and charitable foundations across the world, and crucially, people around the world.



“CUTS has developed from a modest NGO, addressing mainly domestic consumer issues, to a pre-eminent position as an international NGO,

dealing with issues relating to the world trading system and related issues. CUTS is now on the frontline of research and advocacy on global trade issues”.

Jagdish Bhagwati

Professor of Economics & Political Science
Columbia University
New York, USA



“When I was going through a difficult period running the WTO, I set up few advisory committees to help me to relieve some tensions, by hearing people from various sections of the society. Pradeep was very kind to have taken up the challenge to be one of my advisers. It was at the beginning of the

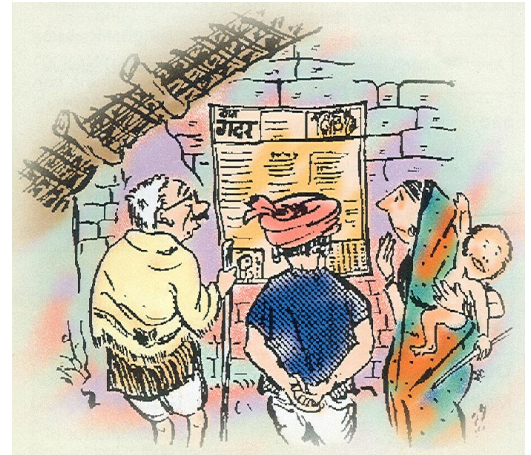
launch of the so-called Doha Development Agenda and no one knew where we were headed. Besides all this, I think the work that CUTS has been doing which is to give voice to consumers, is a highly crucial and essential area, if we want to continue with our trade liberalisation and also intensifying competitiveness around the world”.

Supachai Panitchpakdi

Secretary General
UNCTAD

Empowering Consumers

Consumer action is CUTS' *raison d'être*. The first Programme Centre of CUTS, i.e. CUTS Centre for Consumer Action, Research & Training has spearheaded several campaigns and pioneered consumer empowerment. The Centre's mission: *To enable people, particularly the poor and the marginalised, to achieve their rights to basic needs and sustainable development, through a strong consumer movement.*



"I have been seeing a variety of CUTS' publications, especially the one which is in the form of a wall newspaper called the 'Gram Gadar', which has been helping our rural folk in a big way by its regular columns, such as on women's rights. CUTS has rapidly diversified its work areas and the need of the future is that it should set goals according to the needs of a common man, maintaining its identity".



Bhairon Singh Shekhawat
Vice President of India (2002-2007)
Chief Minister, Rajasthan
(1977-80; 1990-92 & 1993-98)

Milestones

- CUTS was responsible for the enactment and strengthening of the dynamic Consumer Protection Act, 1986 (COPRA), the likes of which has not been seen anywhere in the world.
- The Deputy Governor of the Reserve Bank of India (RBI), Shyamala Gopinath presented the M R Pai Memorial Award to Mehta at a function organised by All-India Bank Depositors' Association, in Mumbai, on April 09, 2008 to commend CUTS for its relentless campaign to educate consumers on competition and regulatory issues.

Strategic Interventions at the Grassroots

Ever since its inception, CUTS is pursuing consumer issues and community-based action programmes at the grassroots level. In pursuit of this policy, CUTS Centre for Human Development was established in the year 1991, in Senti village, Chittorgarh, Rajasthan. The Centre's mission: *To be an innovative centre for strategic interventions to raise the living standards of people.*

Milestones

- Ratni Bai Khatik, a CUTS net worker, was awarded the international prize 'Creativity of Women in the Rural Life' in 2002 by the Women World Summit Foundation, Geneva, Switzerland.
- CUTS conceptualised and launched the World Poverty Day on November 1, 1990, which was adopted by the consumer movement in India in 1991. As a result of advocacy by CUTS, the UN adopted October 17 as the 'International Day for the Eradication of Poverty' in 1993.



"It confirmed my view that often the simple lack of awareness lies at the root of so much misery. Furthermore, the impact and success of a relatively simple publication like this one (Gram Gadar) in enriching and changing the lives of many villagers gives us new impetus to try to improve the lives of the neediest in our daily work – however remote it may seem at first sight".

Rubens Ricupero
Secretary General
UNCTAD (1995-2004)

Shyamala Gopinath presenting the M R Pai Award to Pradeep S Mehta on April 09, 2008

On the occasion of 20 Years of Gram Gadar on April 13, 2002

Safe Motherhood Campaign on April 12, 2004

Sam Pitroda addressing a CUTS Conference, on June 10-11, 1989



Grassroot Voices in International Trade

In early 1990s, when the Uruguay Round of the General Agreement on Tariffs and Trade (GATT) was at its peak, CUTS took up international trade and economics issues. With growing expertise and experience, CUTS Centre for International Trade, Economics & Environment was established in 1996, with the mission: *Pursuing economic equity and social justice, within and across borders, by persuading governments and empowering people.*

Milestones

- *South Asia Watch on Trade, Economics & Environment (SAWTEE) launched in December 1994 by CUTS, provided a common platform for NGOs from Bangladesh, Nepal, Pakistan, Sri Lanka and India to exchange learning and strategies.*
- *Nominated on World Bank's High Level Trade Policy Evaluation Advisory Panel in May 2005 to advise the Operations Evaluation Department (OED) on the design, conduct and outputs of the evaluation of the Bank's lending and non-lending activities in the area of trade policy.*
- *Member of the Warwick Commission: Looking into the Future of the Global Trade Regime, which came out with some radical recommendations.*



"The characteristics that make CUTS interesting are its constructive and well-reasoned approaches to analyses of development topics and trade-related issues. The fact that the organisation is based in India and 'owned' by developing country representatives is important for giving the views of developing countries a clear voice in the international dialogue on trade-related issues. Its programmes to assist developing country representatives prepare for international trade negotiations are much needed today".

Anders Ahnlied

Director General for Trade, Ministry of Foreign Affairs
Sweden

Making Competition Reforms Participatory

To confer a distinct identity to CUTS' work on competition, investment and regulatory issues as well as to take it forward in a more cogent manner, CUTS Centre for Competition, Investment & Economic Regulation was established in 2003 to pursue its mission: *Promoting fair markets to enhance consumer welfare and economic development.*

"We applaud the impact that CUTS has had in raising the profile of competition policy issues in developing countries and, indeed among the donor community. We value the productive relationship that CUTS and Department for International Development (DFID) had built up in recent years on this agenda".



Gareth Thomas

Parliamentary Under Secretary of State
DFID, UK

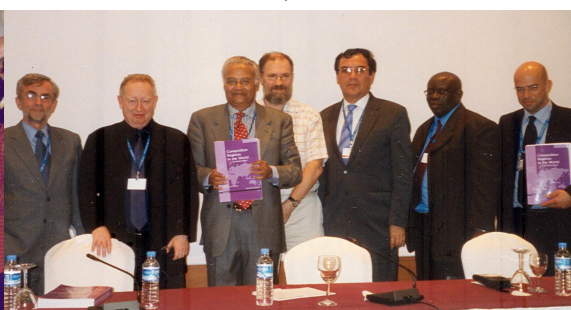
Milestones

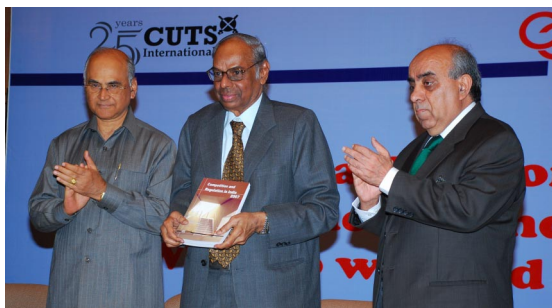
- *Responsible for the design and enactment of the Indian Competition Act, 2002 and the Planning Commission's Recommendation for a National Competition Policy for India.*
- *CUTS filed the first unfair trade practices complaint in the Monopolies and Restrictive Trade Practices Commission in August 1984, which stopped the misleading sales of a hosiery dealer, forced matchbox manufacturers to ensure 50 sticks in a match box and exposed the double branding of cigarette manufacturers. The last action led to a change in the excise policy.*
- *Promoted competition reforms in over 30 developing countries in Asia and Africa through research, advocacy and networking.*

Launch meeting of INCSOC in Geneva on
February 19, 2003

'Competition Regimes in the World – A Civil Society
Report' released in Turkey on November 18, 2005

Inauguration of CUTS Africa
Resource Centre at Lusaka on
February 20, 2001





Dr C Rangarajan releasing the Report, 'Competition and Regulation in India, 2007' in Mumbai, on October 16, 2007



Alice Pham, Pradeep S Mehta, Lal T. Muana, Bach Van Mung, and Patrick Krauskopf during the launch of Hanoi Resource Centre



Valentine Rugwabiza, Pradeep S Mehta & Lakshmi Puri during the launch of Geneva Resource Centre on July 16, 2008

Consumer Safety a Priority

A consumer is entitled to safe goods, services and environment, as they affect her/his life directly. Feeling the need for more focused action in the area of consumer safety, CUTS Calcutta Resource Centre was established at Kolkata in 1987 and Safety Watch as an independent programme in 1993. It has been working simultaneously on grassroots economic development as well. The mission of CUTS CRC is: *To work in association with other centres to ensure consumer sovereignty and economic equality, within and across borders.*



"India needs more groups, such as CUTS and that is the challenge for CUTS to replicate and multiply all over the country. CUTS is a professionally managed and organised group and Government can usefully utilise their talents and skills in the cause of the consumer".

Vinod Vaish

Secretary, Department of Telecommunications
(June-September 2000)
New Delhi

Milestones

- By a series of litigations in the Rajasthan High Court on family planning mishaps in 1988, CUTS got the government policies of targeting changed, ensured a more humane treatment of women volunteers of sterilisation, and established an impartial enquiry system.

Promoting South-South Cooperation

CUTS Africa Resource Centres (CUTS ARC) were established at Lusaka in 2001, and at Nairobi in 2003 to promote South-South cooperation on trade and development and strengthen long-term capacity of civil society representatives to address equity and accountability issues. CUTS, Nairobi was set up with the mandate of providing support to NGOs in Eastern Africa in the areas of consumer protection, poverty reduction, trade and economic policy.

Milestones

- CUTS ARC, Lusaka represented the civil society in the Eastern and Southern Africa-Economic Partnership Agreement Regional Negotiating Forum in Mauritius during July 03-August 25, 2007. The organisation's involvement in this negotiation provided an opportunity to take forward the views of CSOs from ESA on different aspects and dimensions of the proposed EPA between the EU and ACP countries.



"CUTS has now become an internationally recognised NGO speaking for the interests of consumers in developing countries. It has further expanded its horizon by conducting studies and capacity building programmes in African countries with the establishment of the Africa Resource Centre in 2001, a milestone in CUTS' history as it serves to strengthen and facilitate cooperation among developing countries".

Pamela W.S. CHAN

President, Consumers International (1997-2000)

Advocacy: Policy Initiatives

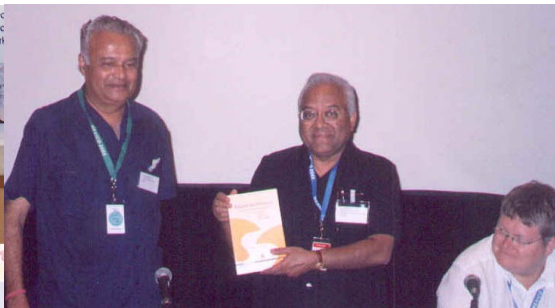
CUTS Delhi Resource Centre has been set up as a full-fledged office in 2003 to act as the focal point for CUTS' advocacy, outreach and external relations with national and international institutions, including government departments and agencies. The objective of opening the Centre is to feed the work being done at the national level by other Centres of CUTS.

Milestones

- CUTS played host to an initiative taken by five Members of Parliament (MPs) to establish a forum of Parliamentarians on economic policy issues (PARFORE) where MPs, cutting across the party lines, would be able to air their views on a periodic basis on core economic issues. This was followed up by a similar initiative in Rajasthan.



On the sidelines of Hong Kong Ministerial in Hong Kong, China on December 13-18, 2005



A C Muthaiah, President, FICCI (2002-2003) releasing the book, 'Bridging the Differences: Analyses of Five Issues of the WTO Doha Agenda' at Cancun, during September 10-14, 2003



Agreement signed between NORAD and CUTS to set the stage for a Competition Project in Africa on March 14, 2007

In South East Asia

After implementing regional projects on competition policy and law and international trade issues, it was realised that there is an urgent need for further research and building capacity on trade and regulatory policy issues. Therefore, CUTS Hanoi Resource Centre was established in 2007. Its objective is to be a catalyst in transferring objective knowledge and advocacy skills from India towards mainstreaming the civil society movement into the development process in the region.

Milestones

- *Strengthening the competition and consumer protection regime in Cambodia and Laos, and in Vietnam with the support of Government of Vietnam.*

Linking the North and the South

CUTS London Resource Centre was established in February 2003. Working to make the global economy work for development, it provides a route for Southern civil society to voice their development concerns to Northern policy makers and NGO partners. Through research, advocacy and campaigning, it seeks to build strong partnerships and alliances between Northern and Southern actors in order to promote a sustainable and just international trading system.

Milestones

- *In 2006, CUTS LRC worked extensively on developing a new, exciting project: Soho to Soweto (S2S): Five Debates to Connect You to Today's Development Issues. S2S was a series of debates in the 'Question Time' format, where members of the general public debate key international development issues with a select panel that includes politicians, development experts, academics and high-profile public figures from both sides of the debate.*

And now at Geneva

CUTS Geneva Resource Centre, the fifth overseas resource centre of CUTS, was launched on July 16, 2008. It will work closely with Geneva-based developing country negotiators and their policy makers and civil society representatives. It will ensure the presence of a pro-trade, pro-consumer developmental NGO closer to trade policy debates. Its mission is: *To establish and promote a pro-trade pro-equity credible Southern NGO voice in the policy making circles working on trade and development in Geneva.*



Creating a Knowledge-based Society

CUTS initiated the inception of CUTS Institute for Regulation & Competition, keeping in mind, the need for fair knowledge, better negotiating skills and improved capacity of understanding competition laws, economic regulations and commercial aspects of diplomacy. The Institute was launched in September 2005. It is an initiative towards creating an intellectual and knowledge base on the core activity areas of competition policy & law, economic regulation and commercial diplomacy.

The slogan '*enhancing knowledge, strengthening capacity*' explicitly defines the work area of the Institute. The Centre's activities are divided into three programme areas: Economic Regulation; Competition Policy; and Commercial Diplomacy.



Consumer Unity & Trust Society

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Also at Calcutta, Chittorgarh and New Delhi (India); Lusaka (Zambia); Nairobi (Kenya); Hanoi (Vietnam); London (UK); and Geneva (Switzerland)