

PROJECT GUIDE

CERTIFICATE PROGRAMME IN CONSUMER PROTECTION (CCP)



**SCHOOL OF SOCIAL SCIENCES
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110068**

PROGRAMME COORDINATOR

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New Delhi

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CONTENTS

	Page No.
PART 1 General Information	5
1.1 What is a Project?	5
1.2 Proposal and Supervision	5
1.2.1 Project Proposal	5
1.2.2 Project Supervision	5
PART 2 Stages of Project Work	6
2.1 Theme Identification	7
2.2 Data Collection	10
2.2.1 Organise Your Time	10
2.2.2 Organise Your Notes	10
2.2.3 Organise Your Approach	10
2.3 Writing the Project	10
2.4 Evaluation	11
PART 3 Annexures	13
Annexure A: Project Proposal Performa	13
Annexure B: First Page of the Project Work	14
Annexure C: Certificate (by the Supervisor)	14

REMEMBER

- 1) Read the Project Guide carefully.
- 2) After reading Part-2, identify a few themes for your Project.
- 3) You are allotted a Supervisor by the Coordinator of your Study Centre, Discuss these themes with the Supervisor and pursue your Project on one of the themes.
- 4) Prepare your Project Proposal in consultation with your Supervisor.
- 5) Mail a copy of the Project Proposal duly approved by your Supervisor to the Programme Coordinator, Environmental Studies for information.
- 6) Work on your Project per guidelines given in the Project Guide.
- 7) Project Work can be prepared either in English or Hindi.
- 8) Mail your Project Work to Director, SR&E Division, IGNOU.

PROJECT GUIDE FOR CONSUMER PROTECTION

PART-1: GENERAL INFORMATION

This guide has been prepared to help you in doing a Project in Consumer Protection by familiarising you with its various aspects. You will find it useful to go through the guide before you begin work on the Project. This Project Guide has three parts. The first part provides general guidelines; the second part details the different stages of the Project Work; and the third part consists of annexures which shall be used at different stages of your work.

1.1 WHAT IS A PROJECT?

Project is an independent exercise and your own work. The purpose of the Project Work is to enable you to gain practical experience. Through the Project you will be expected to put into practice all that you have learnt during your course work. It is a way of applying the knowledge gained through the course to local consumer issues and concerns.

This Project Work is of four credits and you are expected to spend about 120 hours of total work in completing the Project. We would prefer to receive a typed and bound copy of your Project Work. If, however, you find it difficult to get it typed, make sure that your work is neatly and legibly hand-written on one side of the paper only. The length of your Project Work may be between 4000 to 5000 words. Keep this in mind while choosing the Project theme. The idea is that you should be able to say all that you want to within this word limit. At the same time you have the option to increase the number of words. You are free to write your Project in English or Hindi.

1.2 PROPOSAL AND SUPERVISION

After you enrol in Certificate in Consumer Protection you should attempt to select a topic for your Project Work. In this a Supervisor will help you as well as guide you. Your supervisor is familiar with the skills of working on such projects.

1.2.1 Project Proposal

After identifying the area of study and a topic from this area for project work, you would prepare a Project Proposal/synopsis in not more than 400 words. Your proposal is essentially a description of what you propose to do and how you intend to go about it. In your Project, you should outline the objectives of your study, mention the kind of data that is available and state a work plan that you propose to follow. Proposal should also include the issues you are going to raise while conducting your work. You may discuss your Project Proposal with your friends and colleagues, your counsellor and any experts in that field that you know.

You should choose an area which is to your liking and one which should sustain your interest.

It is very important that you are familiar with the geographical area you wish to base your topic on. It should also be accessible to you. Generally it is a good idea to choose an area which is close by, or within your range. It is a good thing to be close to one's sources.

1.2.2 Project Supervision

Your Project shall be guided by a supervisor recognised by the Indira Gandhi National Open University. Academic Counsellors are recognised as Supervisors for Project. A list of Supervisors is available with the Coordinators of your Study Centre. Once you have selected a broad area for your study (we have listed some areas in Sub-section 2.1), please contact your Coordinator who will assign a supervisor to you, suited to your study.

You should prepare a Project Proposal with the help of your Supervisor.

The Supervisor will :

- approve your Project Proposal,
- acquaint you with such local groups and agencies as may be relevant to your work,
- give you letters of authorisation which would enable you to make enquiry and investigations in different offices pertaining to your work,
- make accessible to you the library at the study centre for consultation purposes,
- advise you, to the best of his/her efforts, about your theme, location of your data and general work plan, and
- suggest books and articles that you may find useful in your work.

Prepare two copies of your Proposal (preferably typed), obtain the approval of your supervisor on the format given in Annexure A and send one copy on the following address :

Programme Coordinator
(Consumer Protection)
Block 5, Room No.9
School of Social Sciences
Indira Gandhi National Open University
Maidan Garhi
New Delhi 110068

Remember to :

- Keep a copy of the Proposal with you because we shall not send your copy back.
- Ensure that your Proposal is accompanied by a letter of approval by your supervisor.
- Send your Proposal through Registered Post only, so that it reaches us for sure.
- Do not change your topic or even its wording after you have sent the Proposal to us. In other words, the topic of your Project Work should be the same as in your Proposal.
- Put the name and code of your course (in this case CCP), your enrolment number, the name of your Study Centre and the Regional Centre on the first page. In other words, fill the Performa given in Annexure A very carefully.
- Do not wait for our approval of the Project Proposal. The approval of the Supervisor is final. We want a copy for our own records and analysis. Begin work on your proposal soon after making a copy to us.

PART-2: STAGES OF PROJECT WORK

This is an application oriented course and should ideally be pursued at four different levels. Each level is equally important and requires you to devote sufficient attention to it. The proportion of time spent at each level, however, may vary depending on the nature of your topic and area of study.

The Project Work, you would have understood by now, passes through several stages. Each stage is important and should not be neglected. The project that you write may be divided into the following component parts :

- **Objectives:** This is the opening part of your project and explains briefly the reasons for your selecting the topic.
- **Introduction:** Here you should relate the topic of your project with one or more of the major consumers concerns of modern world.
- **Methodology:** This will include details of the manner in which you have conducted your Project.

- **Area of Study:** This is the main body of your Project where you describe at length the main findings as evident from an analysis of the data collected by you on your theme.
- **Conclusion:** Here you are expected to summarise the results of your project work. You may also indicate further lines of enquiry on related themes in the conclusion.

Given the above outline you may like to begin/work systematically for which we have given suggestions in the Sub-Sections that follow.

2.1 THEME IDENTIFICATION

Think carefully and discuss with your Supervisor before selecting a topic for your Project. Some of the themes that you can choose from are given below:

- Survey of consumption of families from different income groups (say 50 families) and study differences.
- Survey of consumption pattern of families from different occupations.
- Survey of the products and brands available in market for specific categories and learn about their number and quality.
- Survey of families' attitudes towards business environment.
- Study of relationships between family incomes and products used.
- Compare some electric goods, in terms of their safety components and report.
- Study the impact of television advertisements on Teenaged students (school) by talking to about 50 students.
- Study the impact of television advertisements on college going students.
- Make enquiries from at least 50 neighbours whether they have at any time suffered from market malpractices like sale of adulterated goods, or short weights and measures used, or charged more than the Maximum Retail Price printed on the package. Those having suffered may be requested to state what did they do about it and with what result?
- Find out if all your neighbours using gas ovens, check the gas cylinders for leakage and check the weight of the cylinder with as at the time of delivery. Make a report on why do they check and why some do not.
- Ascertain whether all your neighbours about 50 while buying medicine check the expiry date on the label of Phil's or strips. Prepare a report on why some do and some do not.
- Make a survey in your locality to find out how many of the residents are aware of the consumer rights recognised by the Government under the Consumer Protection Act, 1986.
- From those who are aware, find out if they also know what remedies they can seek in a consumer court (district forum) if (i) goods purchased are defective, (ii) if electrical gadget purchased causes injury or harm, (iii) goods bought are not genuine.
- Find out from at least 10 shops located nearby whether the same product under different brand names are preferred by consumers because of (i) brand appeal, (ii) higher price being assumed to go with better quality, (iii) lower price with reasonable quality is within the means of the buyer. Do the survey with respect to—
 - (a) detergent powders like those selling with brand names SURF, ARIEL, NIRMA,
 - (b) Toilet soaps under brand names LUX, PEARS, CAMAY, LYRIL.
- Make a survey of telephone users in your locality to ascertain (a) whether they are satisfied with the working of telephones, and (b) if not, whether any of them have ever complained against unsatisfactory services to the consumer court, and if so with what result?
- Make a list of products consumed by your family on daily, weekly and monthly basis. Choose list of products in the following sub-headings:

Food
Clothing
Toiletries and Cosmetics
Washing and cleaning agents
Consumer durables.

For each product make a list of the brands commonly used by the family.

Present the findings in the form of a report.

● Survey 30 families from different income groups

10 families low income (income upto Rs.1500/- per month)
10 families middle income (income upto Rs.5000/- per month)
10 families high income (income upto Rs.8000/- per month)

a) Make a list of products consumed by them on daily, weekly monthly basis.

b) Classify the list of chosen products in the sub-headings of

Food
Clothing
Toiletries and Cosmetics
Washing and cleaning agents
Consumer durables.

c) For each product make a list of the brands commonly used by the family.

Present the findings in the form of a report.

● Survey 30 families from different Occupations

Business families	10
Government Service families	10
Professionals	10

(Doctors, teachers, etc.)

(a) Make a list of products consumed by them on daily, weekly monthly basis.

(b) Classify the list of chosen products in the sub-headings of

Food
Clothing
Toiletries and Cosmetics
Washing and cleaning agents
Consumer durables.

c) For each product make a list of the brands commonly used by the family.

Present the findings in the form of a report.

● Conduct a market survey of the products and brands available in the market for the following product categories:

Food
Toiletries and Cosmetics
Washing and cleaning agents
Consumer durables.

To conduct market survey, visit any two leading stores of your nearest market to have a comprehensive list of products and brands under each of the these categories. Also identifying the manufacturers of each brand and classify them as

Multi-national companies

Indian Businessmen:

Present the findings in the form of a report by analysing each product category separately.

- **Family Interviews for study of Business Environment**

Interviews 20 persons who are using bank services, telephones and railways each and ask if services of each of these section have improved, deteriorated or are the same in the last five years. Ask the reasons for their answers and compile the answers in the form of a report.

- **Interview 20 families from middle income groups (Rs.3500 to Rs.5000 income per month) and ask what new products they have started purchasing/using in the last five years in the following categories.**

Food

Electronics

Toiletries and Cosmetics

Automobiles

Make a report under what impact they have done so.

- **Interview 20 families from middle income groups (Rs.3500 to Rs.5000 income per month) and ask what in their knowledge are the new marketing practices having followed by sellers to attract customers. Present the findings in the form of a report.**

- **Interview to Study change in Economic Environment with new Economic Policy**

Interviews 2 heads of families each from the following groups:

Businessmen

Government Servants (Officers)

Doctors

Teachers

Professors

Construction Workers

Clerks

Washermen

Sweepers

Ask them whether their standard of living has improved, deteriorated or is the same since last ten years, present the findings in the form of a report.

- **Identification of Prime Advertisers on Mass Media**

Newspapers

Make a list of products and the particular Brand in Newspapers (one English daily and one Hindi daily) on a week day, Saturday and Sunday.

Classify the products/Brands into product categories of food, clothing, toiletries and cosmetics, medicines, consumer durables and services.

Identify the advertisers and classify them into Multinational companies and Indian companies.

Present the findings in the form of a report.

- **Television**

Make a list of Advertisements/Products/Brands and Sponsors of each programme on TV on any one weekday, Saturday or Sunday for 3 hours on each transmission Morning/Afternoon/Evening/Night.

– Doordarshan

– Private Channels (any one)

Classifying the list of advertisers and sponsors separately for each time slot (Morning/Afternoon/Evening/Night) into product categories as mentioned above.

Now analyse the list of advertiser/sponsors on the basis of type of advertiser —

Present the findings for each product category in the form of a report.

- **Role of Consumer Organisations**

Conduct a survey of one/two consumer organisations in your city and find the following:

Back information about the organisation.

Nature of activities carried out by the organisation in the past and now.

Kind of activities of the organisation that are devoted towards the impact of economic policies on people's lives.

- Collect articles, press clippings from newspapers magazines, journals, etc. on various aspects of economic policies of India and their implication for Indian consumers.

Classify the above under suitable sub-headings.

Present them in the form of a scrap book.

Please understand clearly that the items listed above do by no means exhaust the list of themes on which you can write your project. This is an illustrative list and you can certainly go beyond or make necessary modifications in these themes to suit your local convenience. We shall welcome projects which study local consumers issues.

In short, the identification of your theme is directly linked to :

Your inclination towards particular area of study; and

Your working aptitude in pursuing that Project.

After identifying the area of your interest and discussing it with your supervisor, prepare a proposal about which you have already learnt in Sub-section 1.2.1. We would, however, like to emphasize here that preparing a Proposal is a very important stage in your Project Work. Therefore, do not get unnecessarily worried if you find that this stage has taken up a longer time than originally scheduled.

2.2 DATA COLLECTION

Collecting data, please remember, is the most important stage of your Project Work since it provides all the information and sources that you will eventually need while writing your Project.

2.2.1 Organise Your Time

How much study can you take on any one sitting? It differs with different people. Make a schedule and set aside a certain number of hours each day or week on your project. Be realistic when you are making out a schedule. Give yourself enough free time without, of course, overdoing it. Two or three hours, every alternate day, of concentrated work will see your Project take a good shape.

2.2.2 Organise Your Notes

At first you may not know how much to note and how to arrange that. If you, however, go over your notes regularly very soon they will begin to form themselves into groups. The key is to accumulate notes as much as you can. Detailed note taking at this stage is a great time saver later.

2.2.3 Organise Your Approach

It is extremely useful to prepare, in the beginning itself, a synopsis of your Project. This can be done without much difficulty in consultation with your Supervisor. Now while taking notes the headings in the synopsis automatically become groups under which the notes may be arranged. The synopsis also helps in organising your selection and order of readings for note taking. One good sample of a synopsis is the CONTENT page of this booklet itself. Only minor changes were made by us in the headings given there from the original on the basis of which the matter in this booklet was arranged.

In collecting samples of responses do spend some time in preparing your questionnaire. Consult your supervisor, speak to experts in the field and read some literature related to it. Your questionnaire should evolve out of all these. The kind of answers you get in your questionnaire will depend, to a very large extent, on the kind of questions you ask. Time spent on this exercise will save you from landing into many problems later.

Some important things to remember are given here:

- Classification and cataloguing of data will enable you to make an effective use of your material later.

- You should note the data and place, etc., of the interviews taken.
- Maintaining separate files of different kinds of sources will help you later at the time of writing your report.

2.3 WRITING THE PROJECT

Good writing is clear writing. Your project is an analytical composition in which the pros and cons of an argument are weighed. Such formal writing is written in the third person.

You may write Project Work in English or Hindi.

Originality and clarity are the two other vital components of your Project. Remember your Project is a test of your analytical capacity and skills of communication. This kind of writing is not just an exercise in recording your impressions and writing your story. It is also an exercise in the organisation of your ideas. Therefore do keep the following in mind while writing your Project:

- Divide your Project into sections and sub-sections. This gives a certain coherence to your project and prevents different ideas from spilling into different places.
- A well structured project is easily comprehensible. Aims and objectives should, therefore, be stated very explicitly even if there is repetition.
- Writing an **introduction** is important as it gives a certain entry point to your project. Similarly a **Conclusion** helps you wind up and enables you to tie up various loose ends.
- All your arguments should be neatly tied and logically culminated at the end of each section and again in your conclusion. At the same time the interconnections between different sections should be clearly maintained.
- You should write in your own language using simple words and short sentences as far as possible. A Project written in verbose form often distracts the reader from the contents. Treat your language a potent medium to communicate your ideas. The Project will be assessed on the strength of your methodology and ideas.
- In case it is needed use photographs, diagrams and illustrations.

Prepare two copies of your Project Work and send only one to us on the following address:

Director
SR & E Division
Block 12
Indira Gandhi National Open University
Maidan Garhi
New Delhi 110068

Do keep a copy of your Project Work with yourself as we shall not send it back to you. Make sure your Project Work also had the declaration, given in Annexure C, duly signed by you and your supervisor.

2.4 EVALUATION

Upon its submission, your Project Work will be sent to an examiner. You must secure a minimum of 40% in your Project Work in order to successfully complete your course. Please note that the evaluation of your project will take a minimum of two months from the date of submission.

Remember:

- Project Work should be original and in your own language;
- You should not copy or reproduce any published or unpublished project or else it would be cancelled;
- Arguments should be substantiated by your data;

- Information should be properly documented;
- The research methodology adopted by you should be stated at the beginning of your work;
- Give a bibliography at the end. It should include all your sources like records, documents, reports, interviews, group meetings, newspapers, magazines, etc. listed under separate heads.

In case you secure less than 40% marks we will inform you of the same and also send evaluator's comments. Take the following steps.

- Redo your Project Work in the light of evaluator's comments.
- Attach annexures B & C (No need to attach Annexure A).
- Attach a Demand Draft of Rs.300/- drawn in favour of IGNOU payable at New Delhi.

Project Work complete in all the above respects should be sent for fresh evaluation to:

Director
SR & E Division
Block 12
Indira Gandhi National Open University
Maidan Garhi
New Delhi 110068

**You must retain the Project
Guide till you have completed
the entire programme**

In case of any additional academic query you may write to :

Programme Coordinator
(Consumer Studies)
School of Social Sciences
Block 5, Room No.9
Indira Gandhi National Open University
Maidan Garhi
New Delhi 110068

PART 3 ANNEXURES

ANNEXURE A

PROJECT PROPOSAL PERFORMA

Candidate's Information (to be filled by the candidate)

Date: _____

Name _____

Programme Code **CPP**

Course Code **CPP**

Enrolment No.

--	--	--	--	--	--	--	--	--	--

Address _____

Regional Centre _____

Study Centre _____

Study Centre Code :

--	--	--	--	--

Title of the Project _____

(enclose the proposal/synopsis of the Project)

LETTER/CERTIFICATE OF APPROVAL (by the Supervisor)

I hereby certify that the proposal for the Project entitled (Name of the Project) _____
_____ by (Name of the Candidate) _____ has been prepared
after due consultation with me. The proposal has my approval and has, to my knowledge, the potential of developing into
a comprehensive Project Work. I also agree to supervise the above mentioned Project till its completion.

(Signature of the Supervisor)

Name : _____

Designation : _____

Address : _____

ANNEXURE B : FIRST PAGE OF THE PROJECT WORK

Programme Code Course Code Enrolment No. Regional Centre :

Study Centre Code : _____

TOPIC OF THE PROJECT WORK

Project Work submitted to the Indira Gandhi National Open University in partial fulfilment of the requirements for the award of the Certificate in Consumer Protection. I hereby declare that this is my original work and has not been submitted elsewhere.

Signature of the Candidate _____

Name of the Candidate _____

Address, if any _____

Year _____

ANNEXURE C

CERTIFICATE

Certified that the Project Work entitled (topic of the Project) _____ submitted by
(Name of the Candidate) _____ is his/her own work and has been
done/redone in the light of the evaluator's comments* under my supervision.

It is recommended that this Project be placed before the examination for evaluation.

(Signature of the Supervisor)

Name : _____

Address : _____

Study Centre : _____

Regional Centre : _____

Date _____

*Strike out the portion not applicable in your case.