



FEBRUARY - MARCH 2021

**Our Mission**

"We shall promote the highest ethical practices, by business and professionals, in order to provide complete satisfaction to consumers and other stakeholders."

# CFBP TIMES

## CFBP

COUNCIL FOR FAIR BUSINESS PRACTICES

HAR GRAHAK KI AWAAZ



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Founder Member, CFBP



**Rajashree Birla**  
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President, CFBP



**Anand Mahindra**  
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**Kiren Shrivastav**  
Chairperson  
CFBP Consumer Film Festival

AB CONSUMER

# CFBP Consumer Film Festival

BANEGA CREATOR

OUR JURY

2021



**Justice  
B.N. Srikrishna**



**Prof. Vishwanath  
Sabale**



**Dolly Thakore**



**CA Nihar N  
Jambusaria**



**Minhaz Merchant**



**Prakash Jha**



**Juhi Chaturvedi**



**Avinash Kaul**

TAG  
LINE

PAINTING/  
POSTER

SHORT FILM

For Details / Participation log on to:  
[www.consumerfilmfestival.com](http://www.consumerfilmfestival.com)



MOLECULE

# EXECUTIVE COMMITTEE 2020-2022



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**SHEKHAR BAJAJ**  
Founder Member



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**ASHA IDNANI**



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**INTRODUCING BAJAJ FANS WITH  
ANTI-VIRAL, ANTI-BACTERIAL  
AND BYE-BYE DUST FEATURES**



**ANTI-VIRAL  
COATING<sup>SA</sup>**



**ANTI-BACTERIAL  
COATING<sup>SA</sup>**



**BYE-BYE DUST  
FEATURE<sup>1</sup>**

\*The images are representations which have been used to generally denote bacteria and viruses, and the same do not represent any particular strain/type/genus/variety/species of bacteria or virus. \*Images of products are for representation purpose only. Actual products may vary in size/colour/design. There are no health benefits of this product except the limited features as above. This product is not tested against COVID-19 virus. Features shown are applicable on select variants only. For more details on the Anti-viral, Anti-bacterial, Bye-Bye Dust Features & NHA accreditation, please visit [www.bajajelectricals.com/terms-and-conditions/fans/](http://www.bajajelectricals.com/terms-and-conditions/fans/)  
<sup>1</sup>Tested against MS2 Bacteriophage (Tested Virus) as per ISO 21702:2019. 99% of the Tested Virus are destroyed in 24 hours when they come in contact with the coated metal part of the product surface. \*Tested against Escherichia coli & Staphylococcus aureus (Tested Bacteria) as per JIS Z 2801:2010. 99% Tested Bacteria are destroyed in 24 hours when they come in contact with the coating applied on the metal part of the product surface. \*The feature provides for >90% reduction in dust retention on the product surface. Fan with Bye-Bye Dust feature retains 0.5% dust against 8.4% dust on other fan. \*Fomite Infections (bacteria) can spread through infected indoor surfaces in homes and offices. Polymer technology based anti-bacterial coated home appliances kills infection causing bacteria when they come in contact with surfaces.



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B. N. Srikrishna



Rajiv K Podar



Amla Ruia



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Yukti Mehandiratta



Tahera Mandviwala



Renuka Gopalkrishna



Sandip Kedia



Payal Kothari



**SWAPNIL S. KOTHARI**  
President

## Heartfelt from The President

In today's virtual, pandemic-ridden and cut-throat world what we as humans miss most is sensitivity and touch – an empathizing or encouraging sentence or a simple roll of a finger on someone's forehead or hair with tenderness in one's eyes can give that person more comfort and healing than any medication or a motivational coach lecture! What is a deeper malaise is the political situation in Mumbai – the country's financial capital – it is for the first time that an ex-Police Commissioner has levelled gross charges against a sitting Home Minister. And it couldn't have come at a more horrific time – Gelatin Sticks are found outside the home of the richest industrialist of our country. Let us hope that we do not have to hang our heads in shame and dependency for a longer time.

Shifting to a more pleasant conversation, February 2021 began with one of our EC Members Mr. Pramod Shah organising a Budget Seminar titled, "Critical Analysis of Union Budget Proposals – 2021-2022" where I was the Chief Guest with our Vice-President Vineet Bhatnagar as the Guest of Honour. It was well-attended with three eminent speakers enlightening the audience on the latest Budget. We sponsored Mithibai College – Institute of International Studies – Zion 2021 College Festival thereby spreading the name of CFBP amongst the youth, where I gave the introductory address. Our EC member Kiren Srivastav judged the virtual Personality Contest.

As part of our commitment to Women Empowerment, we partnered with SBY Academy's virtual seminar on Women's Day – 8<sup>th</sup> March, 2021 curated by its Founder Yukti Mehendiratta, our Invitee member. It saw some very notable panelists and the audience had an enthralling insight into the challenges faced by women and how the tougher of them grapple with what they have faced. On 10<sup>th</sup> March, again we partnered with SBY Academy where Yukti with consummate ease enlightened her audience on "Building Great Place To Work" – it was well-attended spewing out new ideas on how to make a work-place more comfortable. Also, I co-hosted a Webinar on "Independent Directorship - A TightRope Walk" with our EC Member, Mr. Vikesh Wallia as one of the panelists, under the aegis of IMC's Law Committee, which had a substantial audience of around 90 people for a weekday. We are also pleased to have a very informative article on the nuts and bolts of *Relevant Marketing* by one of our very scholarly EC members, Mr. Jagdeep Kapoor. It is a great read and I personally recommend that you read it fully as it would help us all to be communicating and marketing our talents more effectively.

We are enthusiastic about our upcoming Film Festival, and we partially commenced it by partnering with Niki Hingad Art Foundation, whose Founder, Niki Hingad is our EC Member. She has resolutely taken the online Painting Competition to a global level inviting entries for the same from school children and the like. It would be both a privilege and pleasure to reward their initiative and talent at the actual Film Festival. The Chairperson of the Film Festival Kiren Srivastav, our EC Member, as usual, is working tirelessly to ensure that it turns out to be another blockbuster assuming we are able to hold it in May 2021 subject to the pandemic. We are also pleased to have one of our Advisory Board members, Ms. Rajyalakshmi Rao writing for us in commemoration of the World's Consumer Rights Day – 15<sup>th</sup> March.

All my team members are energised to work towards the betterment of the people at large -CFBP and its goals has become second-nature to them. I try my best to give them that helping or encouraging hand so that they work to the best of their ability only to see this great organisation achieve dizzy heights of commitment and ensuing success. I end with a thought-provoking quote from that great Algerian philosopher,

*Nobody realizes that some people expend tremendous energy  
merely to be normal*

**Albert Camus**

We, at CFBP *normally expend* our energy to be extraordinary!

Godrej



# Hello! We are Godrej protekt. Here to protect your family, just like you do.

We know you go all the way when it comes to protecting your family. And we do the same.

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## Home Protection



## Personal Protection



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# CFBP-NHAF 10TH ANNUAL GLOBAL INTER-SCHOOL ART EVENT 2021

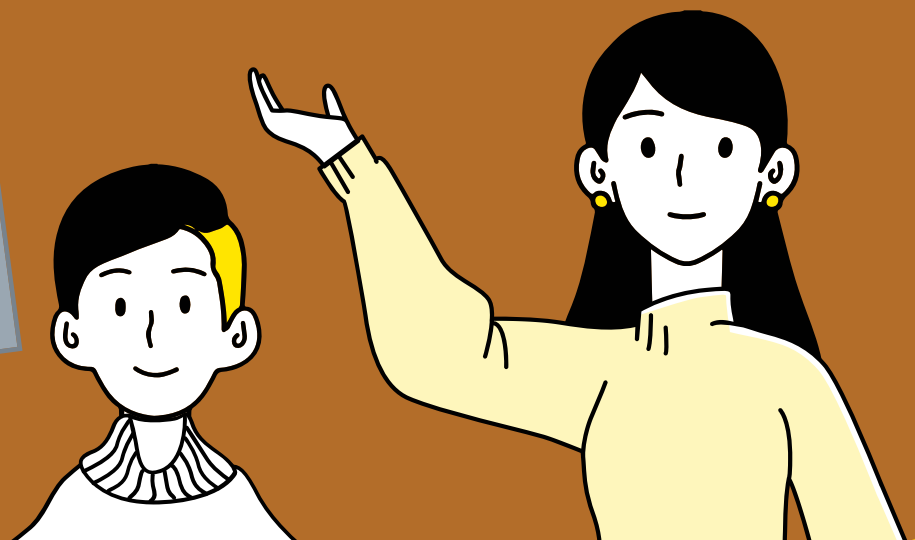
(For all National/International Students/NGOs/Artists Participation)



It's time to get un-stuck from all practices, thoughts & beliefs that do not let us move on from the past. un-STUCK, will highlight all these social-economic issues.

## un-Stuck

Pantings expressions on social discriminations, Pandemic situation, consumer rights, and the growth of an artist.

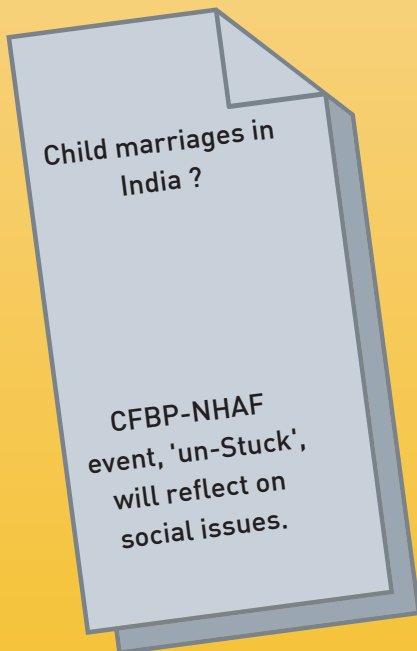




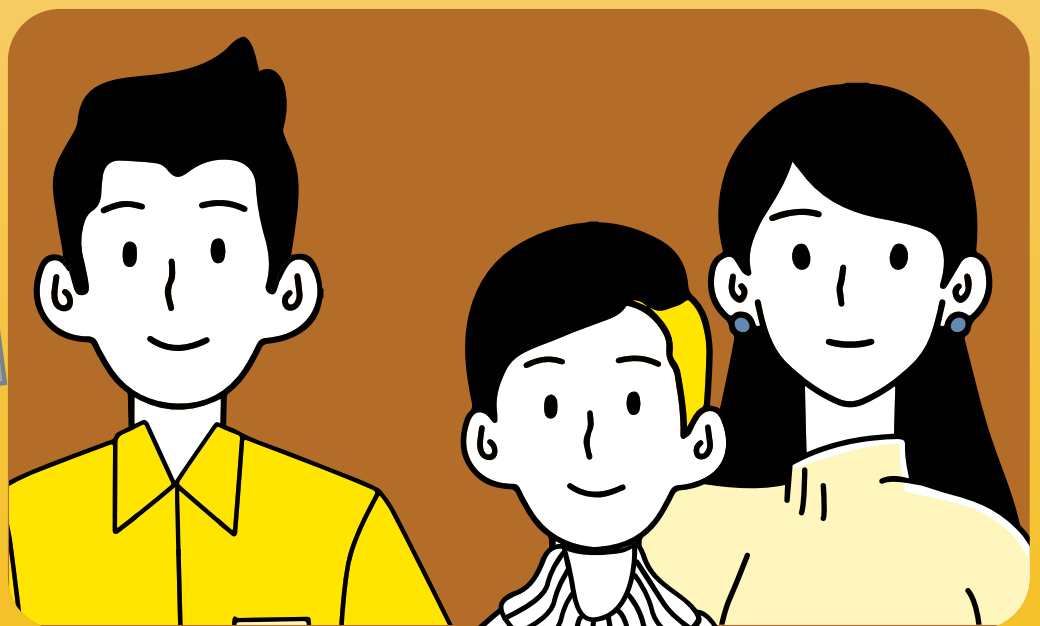
## Event's Agenda

- 1 Stand against social discrimination
- 2 My Rights
- 3 Present World
- 4 What Now

└─ Lorem ipsum



# un-Stuck





# Gender Discrimination

Are we still differentiating between men and women?

## Gender roles in Indian Society



**Dominant Character**

Family Head

**Male Society:**

Society Discrimination



**Passive Character**

Family supporter

**Suppressed**

Girl Education

# Pandemic!

Reasons  
behind  
the  
current  
world  
situation?



Is it over  
yet?

# un-Stuck

## Present World!

CORONA # PEACE # TECHNOLOGY # WAR # ?



Is the Present World safe

Climate Change

Nuclear/ solar power

Technology

Virtual reality

Mindfulness

This panel features a central yellow sticky note with the title 'un-Stuck Present World!' and the hashtags 'CORONA # PEACE # TECHNOLOGY # WAR # ?'. Below the note is a simple line drawing of a boy's head and shoulders. Surrounding the central note are six smaller white sticky notes, each with an arrow pointing towards the center. The sticky notes on the left contain the text: 'Is the Present World safe', 'Climate Change', and 'Nuclear/ solar power'. The sticky notes on the right contain: 'Technology', 'Virtual reality', and 'Mindfulness'.

# un-Stuck

## What Now!

CORONA # PEACE # TECHNOLOGY # WAR # ?



So many job are being taken

Education System

Fear/ Anxiety/ Failure/ New Hope

Peace

Move ON

Hope

This panel features a central yellow sticky note with the title 'un-Stuck What Now!' and the hashtags 'CORONA # PEACE # TECHNOLOGY # WAR # ?'. Below the note is a simple line drawing of a girl's head and shoulders. Surrounding the central note are six smaller white sticky notes, each with an arrow pointing towards the center. The sticky notes on the left contain the text: 'So many job are being taken', 'Education System', and 'Fear/ Anxiety/ Failure/ New Hope'. The sticky notes on the right contain: 'Peace', 'Move ON', and 'Hope'.

# un-Stuck

## From all Redundant Social-Economic Programmings

All Social Evils

All Fears and Anxiety

All Old Stale Ideas

Educate Girl

Multi Layer Farming

Community Development

This panel features a central yellow sticky note with the title 'un-Stuck From all Redundant Social-Economic Programmings'. Surrounding the central note are six smaller white sticky notes, each with an arrow pointing towards the center. The sticky notes on the left contain the text: 'All Social Evils', 'All Fears and Anxiety', and 'All Old Stale Ideas'. The sticky notes on the right contain: 'Educate Girl', 'Multi Layer Farming', and 'Community Development'.

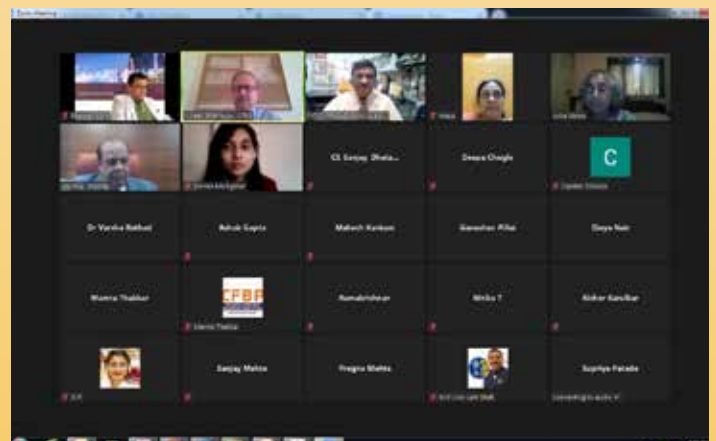
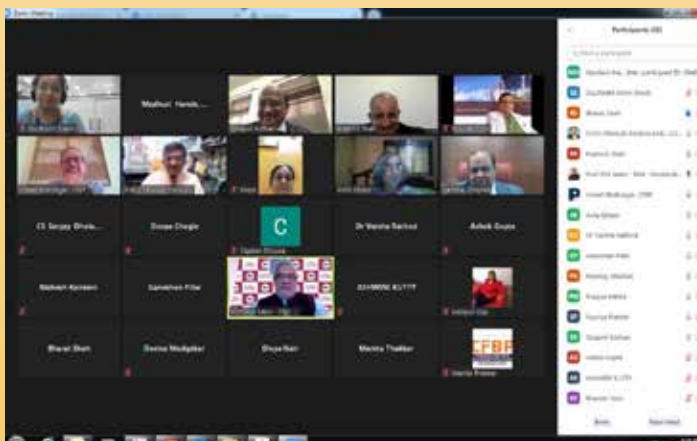
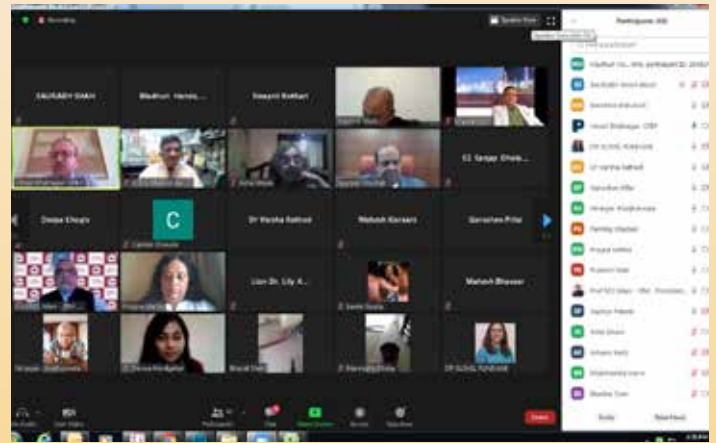
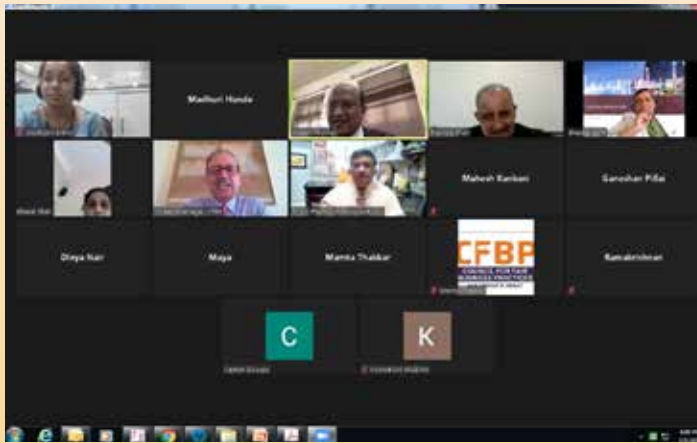


# PROGRAMME SCHEDULE FOR THE WEBINAR (ZOOM VIRTUAL MEET) on “Critical Analysis of Union Budget Proposals 2021 – 2022” on Thursday, February 4, 2021 at 4.00 P.M.

The Webinar is organised, conceptualized and coordinated by  
CS Lion Pramod S. Shah - Executive Director of Lions Clubs International (District 3231 A1)  
and Managing Committee Member of CFBP and BMA



# PROGRAMME SCHEDULE FOR THE WEBINAR (ZOOM VIRTUAL MEET) on “Critical Analysis of Union Budget Proposals 2021 – 2022” on Thursday, February 4, 2021 at 4.00 P.M.



## KEY HIGHLIGHTS OF UNION BUDGET 2021-22

Presenting the first ever digital Union Budget, Union Minister of Finance and Corporate Affairs Smt. Nirmala Sitharaman stated that India's fight against COVID-19 continues into 2021 and that this moment in history, when the political, economic, and strategic relations in the post-COVID world are changing, is the dawn of a new era – one in which India is well-poised to truly be the land of promise and hope.

**The key highlights of the Union Budget 2021-22 are as follows:**

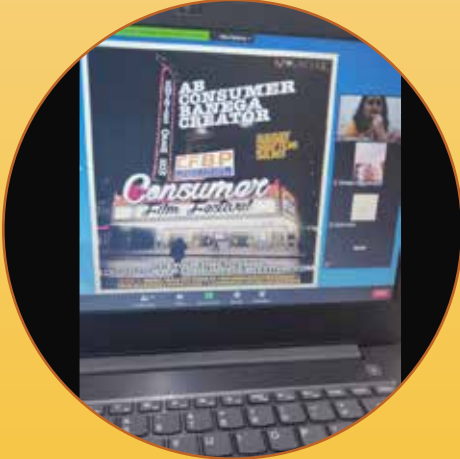
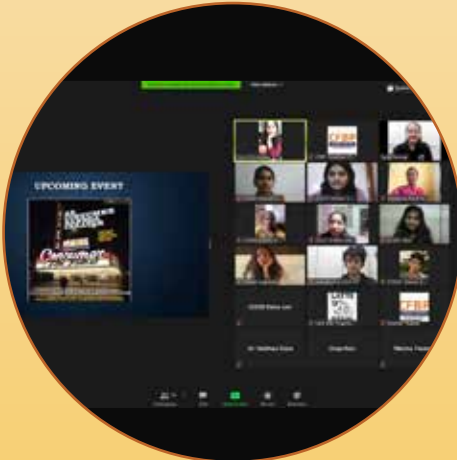
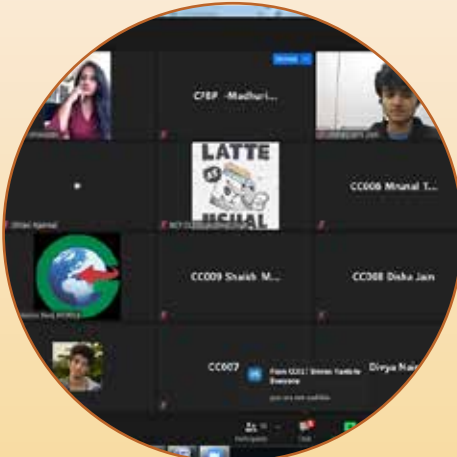
6 pillars of the Union Budget 2021-22:

1. Health and Wellbeing
2. Physical & Financial Capital, and Infrastructure
3. Inclusive Development for Aspirational India
4. Reinvigorating Human Capital
5. Innovation and R&D
6. Minimum Government and Maximum Governance





## Sponsored By Council for Fair Business Practices (CFBP)



# INDEPENDENT DIRECTORSHIP - A TIGHTROPE WALK

### • MODERATORS •

**Mr. Swapnil Kothari**  
Senior Lawyer, Managing Partner (S. Kothari & Co.)  
Member, IMC's Law Committee

**Ms. Radhika M. Dudhat**  
Partner, Shardul Amarchand Mangaldas & Co  
Member, IMC's Law Committee

LINK FOR ONLINE REGISTRATION:  
<https://www.imcnet.org/events-1030>  
**FREE REGISTRATION**

Organized by IMC Law Committee

For details, contact: Ms. Sia Wagle | ✉ [sia.wagle@imcnet.org](mailto:sia.wagle@imcnet.org)

**Reboot. Reform. Resurge.**

# IMC

Chamber of Commerce and Industry

**TUESDAY, 30<sup>TH</sup> MARCH 2021**  
**TIME: 4.30 PM TO 6.00 PM**

### • SPEAKERS •

**Mr. Nagesh Pinge**  
Independent Director- Aditya Birla Sun Life Insurance,  
Utkarsh Small Finance Bank, Hero Housing Finance,  
Goa Carbon Ltd, Arvind Lifestyle Brands Ltd,  
Arvind Fashions Ltd, Former Chief-Internal Auditor &  
Chief Ethics Officer at Tata Motors

**Mr. Vikesh Wallia**  
Former Board Member @ Times of India Group,  
Board Member @ National Governing Council,  
Institute of Directors,  
Founder & Editor @ Board Stewardship Inc.,  
Resident Editor @ Director Today

**Ms. Smita Affinwalla**  
Independent Director on several boards  
(HDB Financial, Prime Securities, Mudra, etc)

Sponsor





# WOMEN'S DAY SPECIAL



## Women's Day Special

INSPIRATIONAL DISCUSSION  
WITH INDUSTRY LEADERS ON

**YES, we #ChooseToChallenge**

MODERATED BY - YUKTI KAPOOR MEHANDIRATTA

8th MARCH | 7pm - 8pm



Teejay Sidhu  
Actor



Sukriti Gupta  
Co Founder - Sipping Thoughts



Nisha Jamwal  
Social Entrepreneur



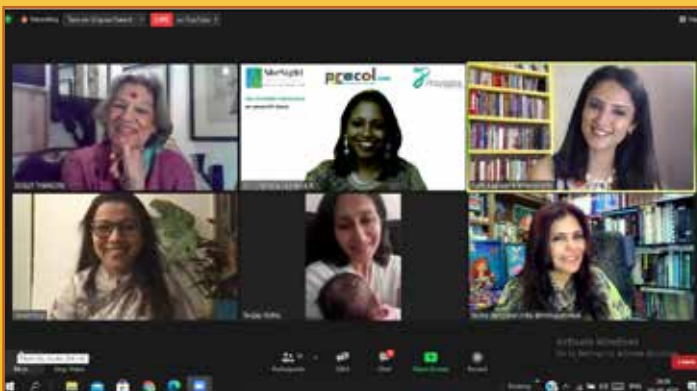
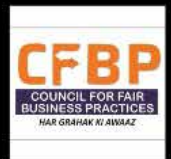
Dr. Chandra Vadhana  
Founder - Prayaana



Dolly Thakore  
Theatre  
Actress



Revathi Roy  
Co Founder- Hey Deedee



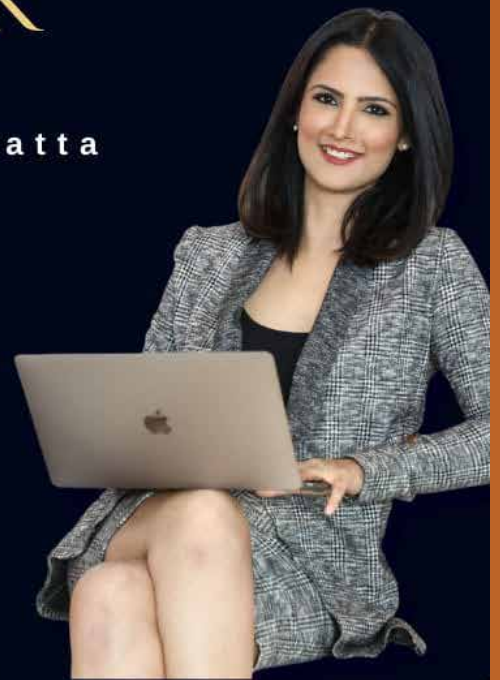


# 'BUILDING GREAT PLACE TO WORK'



With  
Yukti Kapoor Mehendiratta

Learn 3 tools and techniques to enhance Trust and Engagements within teams



FREE  
WEBINAR

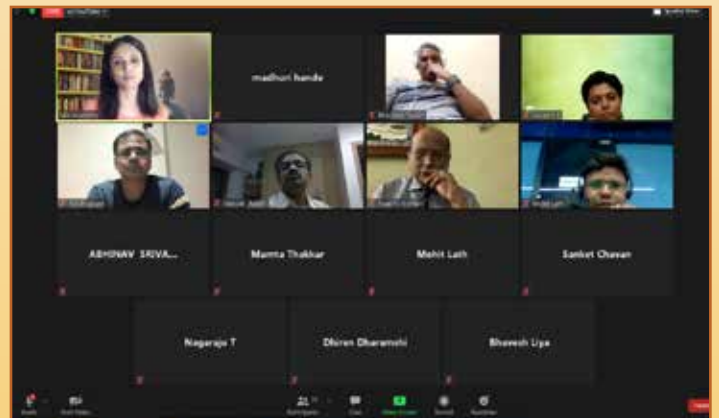
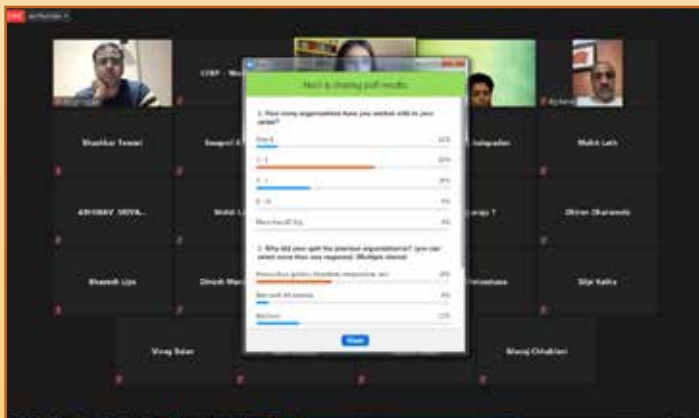
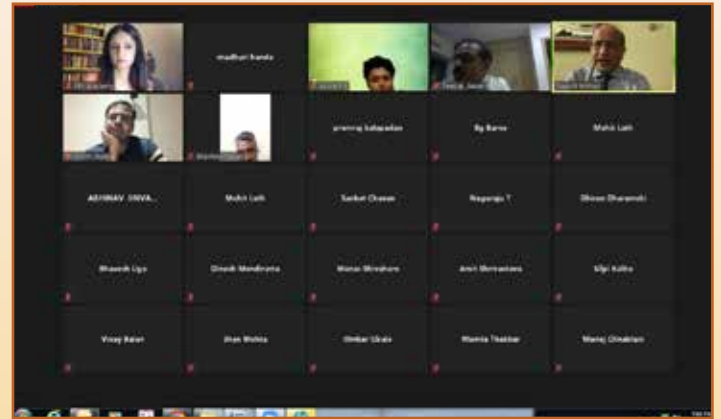
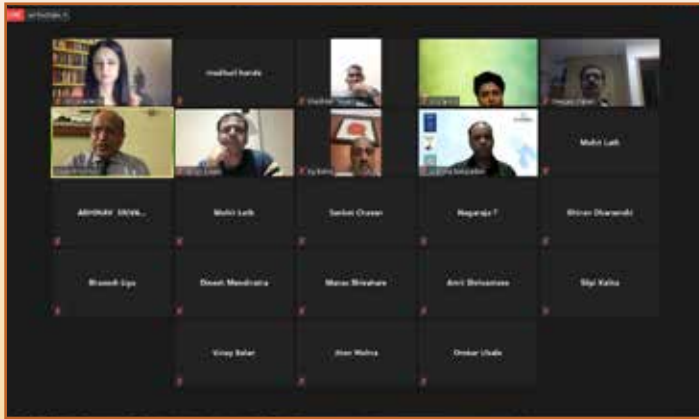
10TH MARCH | 7PM - 8PM

Register now on [www.sbyacademy.in](http://www.sbyacademy.in)





# LEADERSHIP WEBINAR



**FIGHTING CORONA VIRUS**

**HERE'S WHEN YOU SHOULD BE WASHING YOUR HANDS**

- Wash them after coughing or sneezing
- When caring for a sick person
- Before you prepare food, and also after you are done
- Before you sit down to have your meal
- After using the toilet
- When the hands are visibly dirty
- After they come in contact with animals, or animal waste

# 'HOW'S AND 'WHY'S OF RELEVANT MARKETING

## Relevant marketing builds brands, while irrelevant marketing does not

Many businesses wonder why some companies succeed and some others fail. The secret is that it's the businesses and companies which follow relevant marketing techniques that invariably succeed, while others, which follow irrelevant marketing methods usually fail.

Let's see what is 'relevant marketing'. I would like to share my experiences and bring about a change in thinking amongst marketing professionals so that they can practise relevant marketing and succeed. And, I would recommend seven relevant marketing strategies, which could be useful for becoming a successful business or a successful company.

**Relevant needs:** The first step in relevant marketing is to understand the relevant needs. Many a time, companies go after irrelevant needs of consumers and try to market products and services for which consumers have no need. Therefore, the first step in relevant marketing is to identify, create and cater to relevant needs. This is important because needs keep changing and, along with it, relevance too keeps changing.

**Relevant time:** To be able to market at the relevant time is important. During these Covid-19 times, the importance of relevant time can be easily explained in the context of relevant marketing. Covid times have clearly brought out the significance and importance of relevant time and the marketing strategies to be employed and deployed to gain success. Many products and services may not have been useful during other times. A simple sanitiser was not even looked at during normal times. But, after the pandemic struck, the simple sanitiser has become almost a life-saving device. You cannot imagine consumers the world over now going about their daily lives without a sanitiser.

**Relevant products & services:** Through the ages, mankind has gone through various phases, products and services. The success of a business has been dependent on whether the products and services offered were relevant or irrelevant. Habits change and so does the consumer behaviour. Wanting to listen to music on the go made Walkman a great success. Wanting to communicate with the near and dear ones over long distances made the mobile phones like iPhone and Samsung a great business. Similarly, the desire to have convenience and to be served at home or at office made a service-oriented brand like Dominos Pizza become a favourite amongst consumers, because of its in-time delivery and taste.

Relevant channels of distribution. Availability is important for relevant marketing. Availability comes about through the relevant channel of distribution. You may have a great product or a great service, but without availability, it is useless to have it. There are various channels of distribution – some direct and some indirect; some online and some offline; some in the traditional mode, while some others in the modern mode. But, it is important to understand that, without a relevant channel of distribution, your product or service may not reach the end consumer and, hence, the chances of success could get diminished.



Jagdeep Kapoor

**Relevant communication:** Communication is done in two ways – through the creative elements and through the media elements; the message and the media. Without relevant communication, the brand story and its benefits, supported by its features, may get missed out. It is important that communication brings out the best personality of your brand and, hence, is able to persuade and convince your segment of consumers to try and to buy and to use your brand of product or service. Without relevant communication, relevant marketing is incomplete.

**Relevant segment:** I often use my brand mantra, 'Do not sell the right product to the wrong audience'. Segmentation is an underused element of marketing not only in India, but also across the world. It is important to understand that segmentation must precede positioning. If you have an irrelevant segment, you could lose out. For relevant marketing, relevant segmentation is a must. Segmentation could be done demographically, psycho-graphically, geographically or behaviourally. It's just that relevant segmentation is significant in determining success.

**Relevant positioning:** Brands are built in the minds and hearts of consumers. Relevant marketing gets a boost only if relevant positioning is used to place the branded product or service in the minds and hearts of consumers. Relevant positioning actually brings about the real reason to buy and the real reason to use a brand again and again. Relevant positioning can be a game-changer in the field of marketing and ultimately make the whole process a relevant marketing exercise.

My recommended seven strategies for relevant marketing can lead companies to success. Irrelevant marketing is a waste of time and resources and may not lead to success. Follow relevant marketing procedure and succeed.



# WORLD CONSUMER RIGHTS DAY 2021

## Consumer Rights Day: Theme, Significance Of 'Jago Grahak Jago' Campaign World Consumer Rights Day: The theme this year is "Tackling Plastic Pollution"



Today is World Consumer Rights Day. The day is marked every year on March 15. We use the word 'consumer' so often but do we know 'who is a consumer' and 'what are his/her rights and duties'. A consumer is a person or a body who buys or wants to buy goods, products and services mainly for personal, household or social use. On World Consumer Rights Day, let us know how the day started, what are the activities, the theme and steps the Consumer Affairs Ministry has taken for creating awareness among the grahak or consumer, both in terms of rights and duties. The campaign, 'Jago Grahak Jago' means 'wake up consumer, be aware'. It is a consumer awareness programme that was started by the Department of Consumer Affairs, to create consumer awareness through adverts, audio-visual campaigns and consumer education.

### Theme of National Consumer Rights Day 2021

This year the theme of National Consumer Rights Day is "Tackling Plastic Pollution". The aim is to promote sustainable practises for clean surroundings and respecting rights of consumers or the grahak. The Consumer Rights ministry is already running a 'Jago Grahak Jago' campaign. "The campaign will raise awareness and engage consumers to globally adopt more sustainable practises..." tweeted the Consumer Affairs Ministry.

### History of the World Consumer Rights Day

The World Consumer Rights Day was inspired by former President of United States John F Kennedy. He had sent a special message to the US Congress on 15<sup>th</sup> March 1962, in which he formally addressed the issue of consumer rights. He was the first world leader to do so. The consumer movement first marked that date in 1983 and now uses the day every year to mobilise action on important consumers' issues and campaigns.

### 'Jago Grahak Jago' Campaign

On Jago Grahak Jago' campaign, Raosaheb Patil Danve, the Minister of State for Consumer Affairs tweeted: "This World Consumer Rights Day, let us take a pledge to stop buying plastic based goods to tackle plastic pollution."

'Jago Grahak Jago': Know the basic rights of consumers

"The right to be protected from all kind of hazardous goods and services"

"The right to be fully informed about the performance and quality of all goods and services"

"The right to free choice of goods and services"

"The right to be heard in all decision-making processes related to consumer interests"

"The right to seek redressal, whenever consumer rights have been infringed"

"The right to complete consumer education"

Comments

(Source: [jagograhakjago.com](http://jagograhakjago.com))



# DR DATHU RAO MEMORIAL CHARITABLE TRUST

**FOUNDERS OF  
PATHWAY**



**THE PRASADS  
from 1974**



**CHANGING LIVES BEYOND SELF, BEYOND NOW**



**PATHWAY  
CENTRE FOR  
REHABILITATION &  
EDUCATION OF THE  
INTELLECTUAL  
DISABLED**

**PAMELA  
MARTINEZ-PATHWAY  
MATRICULATION  
SCHOOL AND  
CHILDREN'S HOME**

**PATHWAY-SABIN  
HOME FOR PERSONS  
WITH INTELLECTUAL  
DISABILITY AND  
ASSOCIATED  
CONDITIONS**



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 [twitter.com/IndiaPathway](https://twitter.com/IndiaPathway)





### Our Mission

“We shall promote the highest ethical practices, by business and professionals, in order to provide complete satisfaction to consumers and other stakeholders.”

## CFBP - JAMNALAL BAJAJ AWARDS FOR FAIR BUSINESS PRACTICES



The Awards are conferred every year on business and associations, which display an outstanding commitment to Fair Business Practices. It comprises the prestigious CFBP Trophy and a laudatory Citation.

The Awards are open to all Public/Private Sector, Co-operative Ventures, Service Industries, Partnership and Proprietary business, Federations/ Chambers of Commerce, Trade Association and Charitable organizations from all over India.

The Council for Fair Business Practices (CFBP) is a unique, self regulatory body of business and industry dedicated to upholding the voluntary Code of Fair Business Practices. Formed in 1966, CFBP instituted these Awards in 1988 in memory of the Shri Jamnalal Bajaj to honour those who adhere to Fair Business Practices in the interest of the consumer and the community at large.

For Details Contact:

### Council For Fair Business Practices (CFBP)

Great Western Building, 130/132, Shahid Bhagat Singh Road, Opp. Lion Gate,  
Next to Cama Hall, Mumbai 400 023.

Phone: 2288 5249, 2284 2590 Fax: 2284 4783

E-mail: [cfbpoffice@gmail.com](mailto:cfbpoffice@gmail.com) Website: [www.cfbp.org/www.cccr.in](http://www.cfbp.org/www.cccr.in)

On April 9, 1985, the United Nations approved the general guidelines for consumer protection.

In the year 1983, the first celebration of World Consumer Rights Day was



**Rajyalakshmi Rao**  
(Former Member & Judge, National Consumer Disputes Redressal Commission, Government of India)

marked since then, this day – World Consumer Rights Day is celebrated annually on March 15th. On a global level, it brings focus and spreads awareness about consumer rights and needs. The main purpose is to protect the rights of consumers and to ensure that they are not subjected to market abuse or social injustice, which may result in undermining their rights. However, in India, National Consumer Rights Day 2019 is observed on December 24 annually since 2019 which means March 15 and December 24 are recognized in India to focus on consumers and their rights.

Every year, a specific theme to address different concerns regarding consumers is announced. Last year's theme was "the sustainable consumer", which focused on the central role how consumer advocates, governments and businesses can play in tackling consumer issues. This year's theme is "tackling plastic pollution." This campaign will raise awareness and engage consumers globally to adopt and promote tackling global plastic pollution crisis. Plastic is highly useful material in our day today life. But single use plastic is impacting our ecosystem and

causing negative environmental consequences, in every nation. This is affecting the international environment which is threatening human health in many ways."

Every product has a shelf life, but unfortunately our planet cannot digest plastic, which takes around 502,000 years to completely degrade due to the presence of complex polymers. Today, use of plastic has become a crisis. Currently India generates around 56,00,000 tonnes of plastic waste annually whereas Delhi accounts for 9600 metric tonnes per day scientists estimate that every square mile of oceans containing about 46,000 pieces of floating plastic. According to The World Economic Forum Study on plastic pollution around the world, oceans will have more plastics than fish by 2050. If this continues, India's contribution to plastic waste that is dumped into the world's oceans every year is a massive 60%. In India, there is one law that is in place that no manufacturer or vendor can use a plastic bag which is below 50 microns as thinner bags pose a major threat to the environment due to its non-disposability. The usage of plastic bags is still high as the ban is not implemented on all plastic bags. Many vendors have started charging the customers for the poly-bags in order to discourage them but it is still not effective as there is no law or guidelines that says shopkeepers should charge money from the customers for that polybag. National Green Tribunal in Delhi NCR introduced a ban on disposable plastic like cutlery bags and other plastic items amid concern over India's growing waste. This ban came into effect on January 1 but nothing has been done by the

government to implement it. So, production of plastic persists in large amounts and India continues to be the top four producers of plastic waste in the world. Few cities and states like Delhi, Mumbai, Karwar, Tirumala, Vasco, Rajasthan, Kerala, Punjab and Madhya Pradesh are few to ban plastic bags but enforcement and effective implementation is still a challenge.

RWANDA is a developing country in Africa and when it realized that billions of plastic bags are choking waterways and destroying entire ecosystem, the government launched a radical policy to ban all non-biodegradable plastic from the country. This country is Plastic bag-free since 2008.

In Ireland, they passed a high plastic bag tax in 2002 and within weeks of its implementation, there was a reduction of 94% in plastic bag use and today plastic bags are unacceptable.

Sweden is known to be the best recycling nation. They follow the policy instead of no plastic ban; they promote more plastic Recycling system. Trash is burned in incinerators and there is less than 1% of Sweden's household waste that goes into the landfill dump now.

France passed a "plastic ban" law in 2016 in which it states all public plates, cups and utensils will be banned by 2020. France is the first country to ban all the daily – usable products that are made of plastic. They have found replacements for these items, which are made from biologically sourced materials that can be composted. They also follow a total ban on plastic shopping bags.

Consumers are concerned about plastic pollution and global study in 2019 found that there is a strong consumer response to plastic waste. 82% of the people are using reusable cleansing utensils instead of single use plastic alternatives, 72% making reusable bags while shopping and 62% using refillable drinking bottles.

Consumers International says by 2050, it is estimated that there will be more plastic in the ocean than fish and hundred thousand marine mammals and turtles and 1 million seabirds are killed by marine plastic pollution annually. An estimated 8,000,000 tonnes of plastic enters our oceans every year and single use of plastic's account for 50% of the plastic produced every year.

Consumers' international showcasing consumer advocacy around the world has been demanding change from governments and businesses it created 7 R's Model-Replace, Rethink, Refuse, Reduce, Reuse, Recycle, and Repair.

In India, Consumer Protection Act, 2019 is amended and notified on 24th July, 2020 and it has powers to regulate matters related to violation of consumer rights through misleading advertisements, unfair trade practices and added a new Provision for class action lawsuit for ensuring that rights of consumers are not infringed upon.

Indian consumers have many rights but it is high time that they also own up to their duties and ensure plastic pollution is avoided. Every citizen should be aware of this environmental damage being caused by every single bag use of plastic. I am very proud to mention that Indian citizens responded immediately to the call of our Prime Minister at the time of beginning of Covid, and the world has been talking about the discipline and solidarity shown by Indians in tackling the pandemic. I am sure with proper campaigning by the Government against misuse of plastic and good policy decisions our consumers will rise to the occasion and will co-operate in curbing plastic pollution in India.





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