



FOOD AND CONSUMER PROTECTION  
(COOPERATION, FOOD AND CONSUMER  
PROTECTION DEPARTMENT)

**POLICY NOTE  
2013-2014**

**DEMAND No. 13**

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GOVERNMENT OF TAMIL NADU  
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## POLICY NOTE

### FOOD AND CONSUMER PROTECTION

#### INTRODUCTION

The Food and Consumer Protection Department is marching ahead towards achieving the motto of the Government as announced by **our Honourable Chief Minister;**

**“Everyone should get everything. That day should dawn when there is no need for any free aid”.**

2. Tamil Nadu is implementing ‘Universal Public Distribution System’ in a successful manner and is serving as a role model to the entire country. In consonance with the orders of **our Honourable Chief Minister, since June 2011, all rice family card holders are drawing good quality rice at no cost.**

3. This Government, with great concern for the poor and needy, has given top priority to the Public Distribution System by implementing several measures for the benefit of the public.

- **Under Honourable Chief Minister’s scheme of distribution of rice at ‘No Cost’, good quality rice is being distributed.**

- Special Public Distribution System is implemented to distribute Toor dhal, Urad dhal and Palmolein to the public. This scheme has been extended for a further period upto 31.03.2014.
- A Price Stabilization Fund has been set up for market intervention, with a corpus of Rs.50 crore for procurement of essential commodities from the production area and distribution to the public at cost price, whenever prices of certain essential commodities fluctuate wildly. The corpus of this fund has been increased to Rs.100 crore to benefit the public.
- By utilizing this corpus fund, following steps are being taken to control the open market price of rice by supplying rice at reasonable price to the public in addition to the supply under Public Distribution System.
  - Tenders have been called for the procurement of 10,000 metric tonne of rice for supply to the public at cost price.

- It has been proposed to off load 1,00,000 metric tonne of rice in open market and supply to the public at Rs. 20/- per kg.
- Expeditious action is being taken for 'End to End Computerization' of the activities connected with Public Distribution System, commencing from place of procurement of essential commodities to the retail point of sale.

4. Priority is being given to consumer awareness and several measures have been initiated like establishing Citizen Consumer Clubs in colleges and schools and improving infrastructure facilities for the State and District Consumer Redressal Forums.

5. With an aim to give a thrust on primary sector, this Government have increased allocation to Tamil Nadu Civil Supplies Corporation for construction of warehouses, retail outlets, establishment of direct purchase centres to procure the farmers' produce. Further, with the intention to supply good quality rice under PDS, Government have taken steps to modernize the Rice Mills and increase their capacity.

6. Enforcement and vigilance is paramount for the proper functioning of any system, therefore this Government have taken steps to provide all facilities to the enforcement wing by creating monitoring units in all districts to intensify the monitoring activities in order to enforce strict vigil and thus prevent diversion of commodities meant for Public Distribution System.

7. To enable the farmers to get due remuneration for their produce in market and to store commodities like fertilizer, this Government have increased the investment manifold for construction of scientific godowns through the Tamil Nadu Warehousing Corporation.

## **CHAPTER 1**

### **PUBLIC DISTRIBUTION SYSTEM**

**1.1** Civil Supplies and Consumer Protection Department is monitoring the implementation of Public Distribution System, enforcing the provisions of the Essential Commodities Act, 1955 and the control orders issued there under. At district level this department is administered by District Supply Officers except Chennai where it is headed by Deputy Commissioner of Civil Supplies. Overall responsibility of implementation of Public Distribution System (PDS) is vested with the District Collectors. In respect of Chennai, Joint Commissioner of Civil Supplies monitors the functioning of the Public Distribution System.

**1.2** The Public Distribution System has a direct bearing on the day to day life of general public and ensures the availability of good quality essential commodities at reasonable prices. This system insulates the beneficiaries, to a great extent, from the ill effects of food inflation and plays an important role in improving the socio-economic status of the poor. Tamil Nadu is implementing Universal Public Distribution System (UPDS). This system is unique as it does not classify the people based on the income criterion and covers all the needy families without exclusion.

This system ensures the achievement of food security to a greater extent.

**1.3** Tamil Nadu Civil Supplies Corporation (TNCSC), a Government of Tamil Nadu undertaking, lifts rice and wheat stocks from Food Corporation of India and stores these commodities in its operational godowns spread all over the state. Similarly, sugar is moved by Tamil Nadu Civil Supplies Corporation from the respective co-operative/private sugar mills and issued to the Fair Price Shops through its operational godowns. Every year, transport contractors are being appointed for movement of goods from Food Corporation of India godowns to Tamil Nadu Civil Supplies Corporation's operational godowns. Similarly, Cooperatives also engage their own transport contractors through open tender system for moving stocks from Tamil Nadu Civil Supplies Corporation's operational godowns to Public Distribution System outlets. Tamil Nadu Civil Supplies Corporation also procures Toor dhal, Urad dhal and Palmolein for special Public Distribution System directly from the market through tenders or through designated agencies of the Government of India. From the Tamil Nadu Civil Supplies Corporation's operational godowns, commodities are moved by the agencies running the Fair Price Shops such as Cooperative Societies and Tamil Nadu Civil Supplies Corporation and delivered at the doorsteps of Fair Price Shops. In case of

kerosene, Cooperative Societies/ Tamil Nadu Civil Supplies Corporation take delivery from storage points of wholesale dealers and transport them in barrels to Fair Price Shops.

**1.4** Availability of sufficient stock in Fair Price Shops is monitored by District Collectors and officials of Civil Supplies, Revenue and Cooperative Departments. Movement of commodities to Fair Price Shops is regulated through pre-determined route charts to prevent en-route diversion. Based on entitlement and closing stock, net allotment is made every month through online system at district level. Commodities are indented by agencies running the Fair Price Shops and delivery is taken according to the sales and storage space in shops. The availability of essential commodities is ensured in all Public Distribution System outlets and monitored closely.

### Fair Price Shops

**1.5** Fair Price Shops are run predominantly by Cooperatives and a limited number of shops are run by Tamil Nadu Civil Supplies Corporation. Significant feature of Public Distribution System in Tamil Nadu is that private traders are not allowed to run the Fair Price Shops. As on 28.02.2013, the state

has got 33,521 Public Distribution System outlets of which 25,230 are full time and 8,291 are part time shops, as indicated below:-

Sl. No	Agency	Full Time	Part Time	Total
1.	Tamil Nadu Civil Supplies Corporation	1,276	127	1,403
2.	Cooperatives (under administrative control of RCS)	23,307	8,081	31,388
3.	Other Cooperatives	127	20	147
4.	Women Fair Price Shops, including SHGs	505	63	568
5.	Mobile Fair Price Shops run by Cooperatives	15	-	15
	<b>Total</b>	<b>25,230</b>	<b>8,291</b>	<b>33,521</b>

From 01.06.2011 to 28.02.2013, 300 full time and 591 part-time Fair Price Shops were opened.

### Family Cards

**1.6** Family Cards are issued based on the commodity preference of the consumers.

The family cards are segregated as Rice Cards (rice with all other commodities), Antyodaya Anna Yojana (AAY) Scheme cards, Sugar Cards (additional sugar in lieu of rice along with other commodities) and No commodity cards. Besides, police personnel are issued with family cards in distinct colour.

**1.7** Government of India is implementing Antyodaya Anna Yojana (AAY) scheme based on the direction of Supreme Court of India. Under this scheme, poorest of poor families have been identified and Antyodaya Anna Yojana stampings have been made in family cards issued to these families. Total number of Antyodaya Anna Yojana beneficiaries allotted to Tamil Nadu is 18,64,600. Periodic exercise is being conducted by Collectors for eliminating ineligible families from Antyodaya Anna Yojana scheme and to substitute with the deserving poorest of the poor families.

**1.8** Transgender persons living in a house, as a group, are being treated as a family and family cards are issued to them. As on 28.02.2013, 1,516 Family Cards have been issued to transgender in the state.

**1.9** The details such as type of family cards, entitlement and numbers in circulation as on 28.02.2013 are as follows:-

Sl. No.	Type of Card	Commodities entitled	No. of cards
1	<b>Green Cards</b>	All Commodities	1,65,11,987
	Rice Option Cards AAY Cards		18,96,692*
<b>Total</b>			<b>1,84,08,679</b>
2	<b>White Cards</b>	All Commodities (except rice)	10,57,026
	Sugar Option Cards No Commodity Card	--	60,684
<b>Total</b>			<b>11,17,710</b>
3	<b>Police Cards</b> (Khaki color)	All Commodities	<b>63,988</b>
<b>Grand Total</b>			<b>1,95,90,377</b>
*It includes cards issued based on the Additional Adhoc allotment by Government of India.			

### Issue of New Family Cards

**1.10** The following criteria is being followed for issue of new family cards.

- The applicant and the family members should be Indian citizen residing in Tamil Nadu.

- The family should have a separate kitchen/ cooking facility.
- The applicant should not have obtained family card anywhere in the country and the name of the applicant and his family members should not be included in any other family card in the country.
- The applicant and the family members should be close relatives.

**1.11** The Government is taking all efforts to ensure that new family card applications received from eligible families are processed without delay and family cards are issued quickly. A revised application format has been prescribed and made available through Taluk Supply Offices in districts and Zonal Offices in Chennai city. A time limit of 60 days has been prescribed for issue of new cards for applications received in complete shape with requisite documents. A system of weekly review of pending applications is being followed by the Collectors to check the delay, if any, and to take corrective measures. From 01.06.2011 to 28.02.2013, 6,23,512 new family cards have been issued to eligible families.

**1.12** During the year 2013, 1,93,90,357 family cards have been renewed through the Fair Price Shops in the state.

**1.13** Measures have been taken to issue SMART cards on the basis of National Population Register and bio-metric data base. As it will take some more time to get the above data base, the validity of the existing family cards has been extended for a further period of one year up to 31.12.2013.

### **Elimination of Bogus Cards**

**1.14** The process of identification and elimination of bogus cards has been intensified and from 01.06.2011 to 28.02.2013, 1,51,137 bogus cards have been identified as bogus and eliminated. The process of elimination of bogus cards is a continuous process.

### **Distribution of Essential Commodities**

**1.15** The details of essential commodities distributed under Public Distribution System, their issue price with scale of supply are as under:

Sl. No	Name of the Commodity	Price	Scale of Supply
1	Rice	No Cost	<ul style="list-style-type: none"> <li>• 4 Kg per adult and 2 Kg per child (12 years of age and below) per month, subject to a minimum of 12 kg and maximum of 20 kg per month per card except in 'The Nilgiris' district.</li> <li>• In 'The Nilgiris' district, minimum of 16 Kg and maximum of 24 Kg per card per month is supplied.</li> <li>• Under AAY, 35 Kg per family per month is supplied.</li> </ul>
2	Sugar	Rs.13.50 per kg	500 grams per head per month, subject to a maximum of 2 kg per card per month. Additional 3 kg is supplied to sugar option card holders in lieu of rice.
3	Wheat	Rs.7.50 per kg	10 kg per card per month in Chennai city and district headquarters and 5 kg per card per month in other areas
4	Kerosene	Rs.13.60 to 14.20 per litre	Supply will be based on LPG connections and total allotment of Kerosene.

## Rice

**1.16** In so far as rice production is concerned, Tamil Nadu is declared as a deficit state. Paddy is procured in the state through Tamil Nadu Civil Supplies Corporation in Cauvery delta region and through Cooperatives in other districts. The paddy so procured is hulled and converted into rice and adjusted against the central pool allotment. For additional requirement, rice is obtained from Food Corporation of India (FCI) out of the central pool allotment.

**1.17** Under Antyodaya Anna Yojana scheme a quantity of 65,262 metric tonne of rice per month is allotted by the Government of India at Rs.3/- per kg. Under this scheme poorest of the poor families are identified and 35 kg of rice per month is distributed at 'No Cost'. Apart from the above scheme, Government of India is allotting **1,04,936 metric tonne** of rice at Rs. 5.65 per kg **under Below Poverty Line (BPL) category** and **1,26,255 metric tonne** of rice at Rs.8.30 per kg **under Above Poverty Line (APL) category every month.**

**1.18** Monthly offtake of rice under Public Distribution System in the state is 3.16 lakh metric tonne whereas the monthly allotment of rice from Government of India is 2.96 lakh metric tonne. The shortfall between allotment



made by Government of India and monthly Public Distribution System offtake is being met from the special allotment of rice given by Government of India and rice procured under Open Market Sales Scheme.

**1.19** Under Public Distribution System every family is supplied with 12 kg to 20 kg of rice every month at 'no cost' based on the size of the family. In respect of 'The Nilgiris' district, a minimum of 16 kg of rice and a maximum of 24 kg of rice is supplied at 'no cost'. For AAY family cards, 35 kg of rice is being supplied at 'no cost'.

### **Sugar**

**1.20** Under Public Distribution System, 35,000 metric tonne of sugar is distributed every month. Of this, 10832.30 metric tonne of sugar is allotted by Government of India at levy rate i.e. at Rs.20.01 per kg. Remaining quantity of sugar is purchased from the Tamil Nadu Cooperative Sugar Federation at open market rate which is presently in the range of Rs.34/- to Rs.37/- per kg and issued to the cardholders at Rs.13.50 per kg. The Government of Tamil Nadu is providing Rs.682.48 crore per annum as subsidy for supplying sugar under Public Distribution System.

**1.21** Sugar is distributed to the rice cardholders at 500 gms per person upto a maximum of 2 kg per month and for the sugar option cardholders an additional quantity of 3 kg is supplied.

### **Kerosene**

**1.22** During, April-May 2011, Government of India allotted 52,806 KL of kerosene per month to the state. However, this was reduced in a phased manner and during March 2013, the kerosene allotment stood at 39,429 KL per month. From April 2013 onwards, Government of India's allotment of kerosene has been further reduced to 29,060 KL per month. Though, the allotment of kerosene has been reduced by nearly 45% since May 2011, the Government is taking adequate steps for equitable and proper distribution to card holders.

### **Special Public Distribution System**

**1.23** The Government, with the intention to control the open market price of essential commodities like dhall and edible oil, have extended the scheme of special Public Distribution System upto 31.03.2014. Under this scheme, Toor dhall and Urad dhall is supplied at Rs.30/- per kg and Palmolein at Rs.25/- per kg. On an average, 11,530 metric tonne of Toor dhall, 8,241 metric tonne of Urad dhall and 17,800 metric tonne of Palmolein is

distributed every month at subsidized price. An annual subsidy of Rs.1,006 crore has been provided for implementing this scheme.

### **Distribution of Pongal Gift**

**1.24** Due to non-release of water in Cauvery river by Karnataka and the failure of South West as well as North East Monsoon, farmers in the state have suffered crop loss to a great extent. **Hence, the Honourable Chief Minister ordered that all the 1.84 crore rice option card holders and 19,733 Sri Lankan Tamil repatriates should be provided with Pongal Gift Hamper worth Rs.160/- each comprising 1 kg of raw rice, 1 kg of sugar and a cash assistance of Rs.100/- for purchase of other items for celebrating the Pongal festival 2013. Nearly Rs.300 crore were spent by the Government for implementing this Scheme. This Scheme ordered by the Honourable Chief Minister enabled the farmers and other public to celebrate the Pongal festival with verve and enthusiasm.**

### **Wheat**

**1.25** Government of India is allotting 13,783 metric tonne of wheat per month to Tamil Nadu and is issued to the cardholders at the rate of Rs.7.50 per kg. Wheat is supplied at the rate of 10 kg per card per month in case

of Chennai city and other district headquarters and at the rate of 5 kg per card per month in other areas.

### **Computerisation of Public Distribution System**

**1.26** Efforts have been taken to computerize the allotment and movement of commodities from godown to Fair Price Shops. A proposal for sanctioning Rs.60.89 crore has been submitted to Government of India for implementing 'End to End Computerization' of Public Distribution System activities.

**1.27** Stocking of sufficient quantity of essential commodities is necessary to ensure uninterrupted supply of these commodities to the cardholders at all times. Monitoring of sales and stocks in every shop through SMS is implemented in Kancheepuram and Tiruvallur districts on pilot basis and will be extended to the entire state in due course.

**1.28** Handheld Billing Machines have been installed in all Fair Price Shops in Chennai city and Thiruvallur and Krishnagiri districts. These devices enable prompt monitoring of sales and stocks in every shop. Handheld billing machines will be provided to all Fair Price Shops in the state while

implementing 'End to End Computerization' and issuing SMART cards.

### Grievances Redressal

**1.29** This Government attaches highest priority to the redressal of grievances pertaining to Public Distribution System so as to provide quality service to the cardholders. Complaints received by the Hon'ble Chief Minister's Cell, Hon'ble Food Minister's Office and at various official levels are brought to the personal attention of Deputy Commissioner/ Assistant Commissioner, District Supply Officers and Taluk Supply Officers for taking immediate remedial action and complainants are informed of the redressal of their grievances. Apart from this, facilities have been provided in Civil Supplies and Consumer Protection Department's website [www.consumer@tn.gov.in](mailto:www.consumer@tn.gov.in) to enable the public to register their complaints. Necessary action is being taken to redress the complaints registered on the above website. From 01.06.2011 to 28.02.2013, out of 2,05,001 complaints registered on the website, 1,97,500 have been resolved. Further, by registering the e-mail address and the details of Fair Price Shop, a cardholder can get allotment details of the concerned Fair Price Shop every month through e-mail.

### Food Subsidy

**1.30** In our state, rice is distributed at 'no cost' under Public Distribution System. Other essential commodities like sugar and kerosene are supplied at subsidised rates. Further, under special Public Distribution System, Toor dhall, Urad dhall and Palmolein is distributed at subsidised price which is lesser than the procurement cost. In view of this, the Government is sanctioning significant amount to Tamil Nadu Civil Supplies Corporation towards subsidy. For the year 2013-2014, the Government have proposed to provide Rs.4900 crore towards food subsidy.

**1.31** The subsidy proposed for supply of various commodities is as indicated below:

S.No.	Commodities	Subsidy (Rs. in crore)
1	Rice	3173.11
2	Sugar	682.48
3	Kerosene	38.14
4	Toor Dhall	308.09
5	Urad Dhall	189.80
6	Palmolein	508.38
	<b>Total</b>	<b>4900.00</b>

## CHAPTER 2

### ENFORCEMENT

**2.1** Effective enforcement and monitoring is essential for successful functioning of Public Distribution System. Enforcement activities are monitored by the Commissioner of Civil Supplies and Consumer Protection and the Additional Director General of Police, Civil Supplies CID.

#### **Civil Supplies CID**

**2.2** The Civil Supplies CID wing is taking effective and concerted action against large scale diversion of commodities meant for Public Distribution System. Civil Supplies CID is headed by an Additional Director General of Police who is assisted by one Inspector General of Police and two Superintendents of Police, one each at Chennai and Madurai. Four Deputy Superintendents of Police are located at Chennai, Trichy, Coimbatore and Madurai for supervising the functioning of the 21 Civil Supplies CID Units. Each unit is headed by an Inspector of Police. In addition, 2 Inspectors of Police are stationed at the headquarters in the Administration and Intelligence Section. In January 2012, a new Civil Supplies CID unit has been formed at

Pollachi to prevent smuggling of essential commodities to neighbouring state. Apart from these, five special patrol teams consisting of police personnel have been formed in five border districts, namely Kanyakumari, Coimbatore, Tirunelveli, Krishnagiri and Vellore.

**2.3 The Honourable Chief Minister has ordered for the formation of 12 new Civil Supplies CID units, ensuring the presence of one unit of Civil Supplies CID in every district.** The scheme of extra time remuneration to the police personnel is extended to Civil Supplies CID at an estimated cost of Rs.22.75 lakh per annum. **Further, Honourable Chief Minister has also ordered to increase the amount for document work for the preventive detention from Rs.3000/- to Rs.8000/-.** Check posts (4 in Pollachi, 3 in Coimbatore and 34 in Kuzhithurai) have been established. Photographs of notorious rice smugglers were taken and pasted in the border area of the state.

**2.4** Civil Supplies CID is entrusted with the responsibility of enforcing the Essential Commodities Act, 1955 and several Central and State Control Orders made there under and the Prevention of Black Marketing and Maintenance of Supplies of Essential Commodities Act, 1980. That apart, conducting regular vehicle checks to prevent

the smuggling of Essential Commodities, ensuring smooth distribution of kerosene, petroleum products, palmolein, rice and other essential commodities at the time of crisis and inspection of Fair Price Shops to prevent malpractices are the other functions of the Civil Supplies CID.

**2.5** Intensive special raids have been conducted, especially in border areas adjoining the neighbouring states. During such raids, vehicles smuggling Public Distribution System rice were seized and prosecution launched against the offenders. During the year 2012, 196 persons were detained under the Prevention of Black Marketing and Maintenance of Supplies of Essential Commodities Act 1980 and lodged in the prison.

**2.6** Raids were organized in the trains running from Tamil Nadu to Andhra Pradesh and Karnataka, to curb smuggling of Public Distribution System rice from Tamil Nadu to other states. During such raids, in the year 2012, 372 cases were registered, 766 accused were arrested and 1443.60 quintals of Public Distribution System rice was seized. Regular meetings are conducted and discussions held with the Police Officers of Kerala, Karnataka and Andhra Pradesh for curbing smuggling of Public Distribution System commodities.

## **Enforcement Activities by the Commissioner of Civil Supplies and Consumer Protection**

**2.7** The Commissioner of Civil Supplies and Consumer Protection is one of the enforcement authorities and is assisted by the Assistant Commissioner of Civil Supplies (Inspection) and a Flying Squad Superintendent. At the district level, the District Collectors coordinate the enforcement activities under the Public Distribution System. In Chennai, the Deputy Commissioner (North and South) coordinate the enforcement activities.

**2.8** Flying squads are functioning in each district under the control of the District Collectors to maintain vigil on the functioning of the Public Distribution System and to eliminate diversion of essential commodities. The flying squads are made more effective by providing them with new vehicles. All flying squad Tahsildars have been provided with mobile phones for better enforcement with monthly ceiling of Rs.800/- for collecting intelligence and to organize raids. All District Supply Officers and Taluk Supply Officers have been provided with mobile phones for better enforcement. The performance of the flying squad is being reviewed periodically to make it more effective.

**2.9** To strengthen the monitoring mechanism and improve the functioning of the Public Distribution System, Advisory Committees have been constituted under the chairmanship of District Collector and Revenue Divisional Officers at District and Revenue Divisional level respectively. Peoples' representatives and representatives of Voluntary Consumer Organizations are included as members. Further, peoples' representatives such as Members of Legislative Assembly, Members of Parliament and other functionaries like the Mayors of the Municipal Corporations, Chairperson of Municipalities and Presidents of Village Panchayats may also visit and inspect Fair Price Shops within their jurisdiction to ensure quality of service to the cardholders.

**2.10** Tamil Nadu Civil Supplies Corporation has a Vigilance Cell headed by an Additional Registrar/ Vigilance Cell Officer whose responsibility is to collect intelligence on diversion of commodities meant for PDS from Tamil Nadu Civil Supplies Corporation godowns, during transit from Food Corporation of India to Tamil Nadu Civil Supplies Corporation godowns and transit to fair price shops. The vigilance team conducts surprise raids in Tamil Nadu Civil Supplies Corporation godowns, hulling mills performing custom milling and Tamil Nadu Civil Supplies Corporation Fair Price Shops and initiates necessary action against the offenders.

### **2.11 Additional Measures for Effective Enforcement:-**

- Control rooms have been established in all districts including Chennai to receive information on diversion of PDS commodities. Phone numbers of the control rooms have been informed to the public.
- A reward scheme to reward informants at Rs.1000/- for every information leading to seizure is implemented. Similarly, a reward scheme for informants at Rs.250/- for each input that leads to identification and cancellation of bogus cards is implemented.
- Action is being taken for cancellation of vehicle permit and driving license of offenders and drivers involved in smuggling of PDS commodities.
- Special raids have been organized to curb black-marketing of subsidized domestic LPG cylinders.
- Licenses of hulling agents indulging in malpractices are cancelled/ black listed.

**2.12** The performance of enforcement from 01.06.2011 to 28.02.2013 is as under:-

<b>Details</b>	<b>Quantity</b>
No. of Raids Conducted	43797
No. of Persons Arrested	8609
No. of Vehicles seized	3478
<b>Quantity of Commodities Seized</b>	
PDS Rice	104318 Qtls
PDS Kerosene	370025 Litres
Petrol	2845 Litres
Diesel	1662 Litres
No. of LPG Cylinders	21696
No. of persons detained under Black Marketing Act	372

### **CHAPTER 3**

#### **PRICE CONTROL INITIATIVES**

**3.1** Increase in prices of essential commodities has an adverse impact on food and nutritional security of millions of consumers, particularly the people from economically weaker sections. The prices of essential commodities are volatile. The reason for increase in prices is mainly attributed to crop specific demand and supply mismatch, coupled with panic reaction to shortage. This Government is critically monitoring the price trend of various essential commodities and taking all efforts to protect the poor and downtrodden from the adverse impact of price rise.

**3.2** A Price Monitoring Cell, functioning in the office of Commissioner of Civil Supplies and Consumer Protection, is monitoring the open market prices of essential commodities and appraises the Government for appropriate action. The Government is vigilantly watching the price trend of essential commodities on a daily basis. Further, a weekly review is being conducted by the Chief Secretary to Government and Principal Secretary (Finance) on the price trend of select commodities and suitable instructions are issued for follow up action. A State Level Committee to monitor the price situation has

been constituted under the Chairmanship of Hon'ble Food Minister with Chief Secretary, Secretary (Co-operation, Food and Consumer Protection), Secretary (Finance), Secretary (Agriculture), Commissioner (Civil Supplies and Consumer Protection Department), Registrar of Cooperative Societies, Commissioner of Agriculture and Commissioner of Horticulture as members to monitor the price trend of various commodities including vegetable and to suggest measures to control the price.

**3.3** The Government have taken various initiatives for strengthening the Public Distribution System. Rice is being supplied at 'no cost' and other commodities like sugar and kerosene are being distributed at subsidized prices under Public Distribution System. Every month, on an average 3.16 lakh metric tonne of rice is distributed to the card holders under Public Distribution System at 'no cost'. As a measure of relieving the poor people from the impact of price rise, **Honourable Chief Minister has ordered for the further extension of the special Public Distribution System, for the supply of dhall varieties and edible oil, for one more year from 01.04.2013 to 31.03.2014.** Under special PDS, 11,530 metric tonne of Toor dhall, 8,241 metric tonne of Urad dhall and 17,800 metric tonne of Palmolien is being distributed to the family card holders every month.

**3.4** The Government have constituted a '**Price Stabilization Fund**', with a corpus of Rs.50 crore, for effective market intervention. This fund is utilized for procuring select commodities which are prone to abnormal price fluctuation and sell them through Cooperative retail outlets and Amudham departmental stores at cost price to the consumers. **The Honourable Chief Minister has ordered for increase of this fund from Rs.50 crore to Rs.100 crore.**

**3.5** Following are some of the important initiatives taken by the Government to check the open market prices of essential commodities:

- When there was a steep increase in the price of tamarind and chilly, these commodities were procured from producing centres using the Price Stabilization Fund and sold through the retail outlets at reasonable rates.
- The price of vegetable is volatile in the market depending upon availability. This was controlled by selling vegetables at reasonable rate. For instance, when the price of beans was about Rs. 100/- per kg in the open market, steps were taken to procure the vegetable and sell it at Rs.30/- per kg, as a measure to keep the price under control.



- When there was an upward trend in the price of fine variety of rice, the Government intervened by releasing Rs.3 crore from the Price Stabilization Fund to procure 1000 metric tonne of rice from West Bengal Essential Commodities Corporation in September 2012. The rice so procured is being sold at Rs.25/- per kg for fine variety and at Rs.31/- per kg for superfine variety. As a result of this, the price of rice in open market was stabilized at around Rs.36/- per kg.
- When the price of Toor dhal increased steeply, it was procured from producing centres in other states and sold to consumers at reasonable rates through the co-operative retail outlets.
- This Government have taken necessary steps to protect the farmers from distress sale by directly procuring their produce. TANFED procured sambar onion from Perambalur area and turmeric and copra from Erode area ensuring remunerative prices to the farmers.
- **This Government proposes to offload one lakh metric tonne of rice in open market for sales at Rs.20/-**

**per kg through Amudham stores, Co-operative stores and special outlets to control the price of rice in open market.**

- **By utilizing Rs.25 crore from the Price Stabilization Fund, it is proposed to procure 10,000 metric tonne of fine variety of rice following tender procedure.**
- This Government is determined not to allow FDI in retail trade in the state. FDI in retail is neither helpful in bringing down the price nor will improve the investment climate. **The Honourable Chief Minister has strongly opposed the decision of the Central Government to allow 51% FDI in multi-brand retailing and demanded the Central Government to withdraw its decision immediately.**

## CHAPTER 4

### CONSUMER PROTECTION

**4.1** The main focus of consumer protection activities is to ensure that quality goods and services are made available to consumers at reasonable prices. The Government is taking effective steps to ensure that the consumers get value for their money. This objective is achieved by creating awareness among the consumers about their rights and responsibilities.

#### **Tamil Nadu State Society for Consumer Protection and Empowerment (TANSCOPE)**

**4.2** Realizing the need for creation of a state level organization to take up various consumer welfare activities, Government have constituted Tamil Nadu State Society for Consumer Protection and Empowerment (TANSCOPE) with the Commissioner of Civil Supplies and Consumer Protection as its Ex-officio President and members from both Government and non-Government sector. The Society raises funds from State Government, Government of India and national and international agencies for undertaking consumer protection and awareness activities.

The society is engaged in running the State Consumer Helpline (SCHL) and Consumer Advice Centre, publishing the monthly journal “Nugarvor Kavagam” and conducting training programmes and workshops.

#### **State Consumer Help Line**

**4.3** The Government have set up a State Consumer Help Line in the office of Commissioner of Civil Supplies and Consumer Protection. Government of India have provided grant-in-aid of Rs.84,44,848/- for the past three years for this purpose. A consumer can make complaints and seek clarifications through this helpline and this helpline will endeavour to provide remedy or give clarification by contacting the seller. The service is available both in Tamil and English and may be contacted by following means:

Telephone No.	E-Mail address	Online Registration
044 – 28 59 28 28	<a href="mailto:schtamilnadu@gmail.com">schtamilnadu@gmail.com</a> <a href="mailto:consumer@tn.gov.in">consumer@tn.gov.in</a>	<a href="http://www.consumer.tn.gov.in">www.consumer.tn.gov.in</a>

#### **Grievances Redressal Cell**

**4.4** To monitor, review and speed up the disposal of complaints relating to Public Distribution System, a Grievances Redressal Cell has been established separately within the State Consumer Helpline by expanding its

services. This cell receives the complaints from the consumers through SMS and redresses the same spontaneously by contacting concerned official. Public may also call this cell for getting information and enquiries regarding consumer rights and protection. SMS based Grievances Redressal System was launched on 15.12.2011 with the following telephone numbers:-

Sl. No.	Mobile Number to Send SMS	Add-On Numbers
1	94 4546 4748	--
2	72 9999 8002	72 9900 8002
3	86 8001 8002	86 8002 8003
4	72 0001 8001	72 0004 8002

### **Citizen Consumer Clubs**

**4.5** Formation of Citizen Consumer Clubs is actively encouraged in all schools, colleges and polytechnics to enable the students to develop as resource groups in consumer movement. Citizen Consumer Clubs have been established in 1000 schools and in 500 colleges in the state with financial assistance of Rs.2.62 crore. Tamil Nadu State Society for Consumer Protection and Empowerment (TANSSCOPE) has appointed Co-coordinators for Regional Citizen Consumer Club (CCC) at Chennai,

Tiruchirapalli, Madurai and Coimbatore to co-ordinate with these Consumer Clubs and monitor their functioning. To impart education and create awareness about consumer issues among the student community, during 2012-13 the Government have ordered to form 500 additional Citizen Consumer Clubs in educational institutions in addition to the existing 1500 Citizen Consumer Clubs. For this purpose, the Government have sanctioned Rs.12.50 lakh at the rate of Rs.2,500/- per club.

**4.6** An awareness camp regarding "Hallmarking of Gold Jewelry" was conducted during "Hallmark Week" from 19<sup>th</sup> to 23<sup>rd</sup> March, 2012 by the members of college Citizen Consumer Clubs in 51 villages across the state with financial assistance provided by Bureau of Indian Standards. During 2013-14 also, this programme is planned to be conducted in 95 villages at an outlay of Rs.4.00 lakh.

### **Consumer Awareness Programmes**

**4.7** In the process of creating consumer awareness among the people in remote and backward areas, educating them of their rights, empowering with information to ward off exploitation and redress their grievances, it has been proposed to display an information board carrying telephone numbers of National

Consumer Helpline, State Consumer Helpline and District Consumer Disputes Redressal Forum etc., in PDS shops located in Village Panchayats and in hilly areas at an outlay of Rs.48 lakh.

**4.8** The Government have also taken several initiatives to spread the message on consumer awareness among rural public at grass root level through trained women Self Help Groups (SHGs). Government of India have sanctioned grant-in-aid of Rs.65.50 lakh for organising consumer awareness training programme for women Self Help Groups in 900 villages in 260 blocks. Activities such as development of modules, preparation of video, printing of publicity material & pamphlets are being carried out to impart training to women Self Help Groups.

#### **Tamil Nadu State Consumer Welfare Fund**

**4.9** The Government have constituted the Tamil Nadu State Consumer Welfare Fund with contribution from state and central Government as seed money at the rate of Rs.50 lakh each. The amount collected by means of fine and fees by State Consumer Disputes Redressal Commission and District Consumer Fora is also being credited to this fund. The proceeds of this fund is utilized, as per the provisions of Tamil Nadu State Consumer Welfare Fund Rules 2007, to

promote consumer education and research. To strengthen this fund, Government of India have proposed to set up a corpus of Rs.10 crore with contribution from central and state Government in the ratio of 75:25. The State Government have sanctioned Rs.2.50 crore as state share. The Central Government have sanctioned a sum of Rs.1.00 crore initially against its share of Rs.7.50 crore.

#### **“Tamil Nadu Nugarvor Kavasam” - A Monthly Magazine on Consumer Awareness**

**4.10** To educate consumers about their rights in general and particularly about the laws, standards, rules and codes in various sectors, a monthly magazine “Tamil Nadu Nugarvor Kavasam” is being published and distributed to all Government Offices, Voluntary Consumer Organizations and Public Libraries in the state. It has been registered with Registrar of Newspapers of India and is priced at Rs.10/- per copy. At present it has a subscriber base of 8,500.

**Website:** [www.consumer.tn.gov.in](http://www.consumer.tn.gov.in)

**4.11** An exclusive website, which contains valuable information on consumer issue like definitions, duties and responsibilities of consumers etc., is being maintained through National Informatics Centre, Chennai. The

said website contains the details of all programmes on consumer protection/awareness and all publications of this department, besides having provision for filing complaints in instances of exploitation of consumers and violation of their rights. The website also provides information relating to the services provided by Civil Supplies and Consumer Protection Department.

### **Consumer Advice Centre**

**4.12** In addition to the State Consumer Helpline, a Consumer Advice Centre is functioning on pilot basis in Chennai district which provides advice to the consumers regarding pre-purchase and post-purchase issues while buying goods/services. It also provides services by establishing stall in exhibition and through telephone as well.

### **Mediation Centre**

**4.13** Government of Tamil Nadu have established a Mediation Advisory Centre, another forum of settling consumer disputes through Alternate Disputes Redressal Mechanism (ADR), enabling the parties to arrive **at out of court settlement** prior to filing a case and in pending cases as well. The Mediation Advisory Centre, a pilot project of Department of Consumer Affairs, Government of India under German Technical Co-operation

in association with FICCI, was established on 15.12.2011. Mediation Centre handles cases of State Consumer Disputes Redressal Commission (SCDRC), Chennai (South) and Chennai (North) and also the cases of District Consumer Disputes Redressal Forum (DCDRF).

### **Consumer Disputes Redressal Agencies**

**4.14** A three tier quasi-judicial system is established at the national, state and district level under the Consumer Protection Act, 1986 as follows:-

- National Consumer Disputes Redressal Commission
- State Consumer Disputes Redressal Commission and
- District Consumer Disputes Redressal Fora

### **National Consumer Disputes Redressal Commission**

**4.15** The National Commission is the Apex quasi-judicial body having original jurisdiction in cases dealing with monetary value of Rs.1 crore and above. It is functioning at New Delhi. The Commission is also the Appellate Authority and has revision jurisdiction

over the orders passed by the State Consumer Disputes Redressal Commissions in the country.

### **State Consumer Disputes Redressal Commission**

**4.16** A complaint can be filed before the State Commission, provided the cost of goods or the sum of compensation demanded for is more than Rs.20 lakh but less than Rs.1 crore. The State Commission is headed by a retired High Court Judge as the President with four Members, of whom two have judicial background and one is a woman member. The State Commission is the Appellate Authority against the orders passed by all the District Fora in the state.

**4.17** The **Honourable Chief Minister has inaugurated the Circuit Bench of State Commission at Madurai on 11.8.2012** for the welfare and convenience of the consumers in 13 southern districts, like that of Hon'ble Madurai Bench of Madras High Court, for the speedy disposal of consumer cases within the period of 3 months as envisaged under Consumer Protection Act, 1986.

### **District Consumer Disputes Redressal Fora**

**4.18** The District Consumer Disputes Redressal Fora are functioning in thirty districts in the state where a consumer can file the complaint provided the cost of goods or compensation sought for does not exceed Rs.20 lakh. Each District Forum consists of a President, who is a retired District Judge with two members of which one is a woman member.

### **Strengthening of Consumer Fora**

**4.19** The Government of Tamil Nadu have proposed to construct own buildings for State Consumer Disputes Redressal Commission, Chennai, District Consumer and Disputes Redressal Fora at Chennai (North), Chennai (South), Krishnagiri, Namakkal and Srivilliputhur at a total cost of Rs. 456.75 lakh under the scheme of "Strengthening of Consumer Fora". The share of Government of India and Government of Tamil Nadu is Rs.394.20 lakh and Rs.62.55 lakh respectively. In respect of State Commission, Chennai and District Forum, Chennai (South) and (North), construction of buildings is likely to be completed shortly. The construction work in respect of the remaining places is under progress.

## CHAPTER 5

### TAMIL NADU CIVIL SUPPLIES CORPORATION

**5.1** Tamil Nadu Civil Supplies Corporation (TNCSC) is a 'No-profit No-loss' Public Sector Undertaking. The Corporation is entrusted with the responsibilities of procurement, storage and distribution of essential commodities under the Public Distribution System. This Corporation also supplies essential commodities to Noon Meal Programme, Old Age Pension, tiffin centres run by the Corporation of Chennai and to the welfare hostels. The Corporation also resorts to market intervention activities to control the open market prices. Besides, the Corporation provides all logistic support for implementing the Government's flagship schemes of distribution of fan, mixie, grinder and induction stove.

**5.2** The Corporation has 33 regions, one in each District and two in Chennai city, headed by Senior Regional Managers/ Regional Managers in the cadre of District Revenue Officers/Deputy Collectors. There are 8,522 regular employees on the roll. In addition, 7,175 loadmen are working in the godowns and Modern Rice Mills.

## Public Distribution System

**5.3** The Tamil Nadu Civil Supplies Corporation procures, stores and distributes essential commodities such as rice, sugar, Toor dhal, Urad dhal, wheat and palmolein under the Public Distribution System. This Corporation lifts rice and wheat allotted by Government of India from the central pool and sugar from the private/ co-operative sugar mills. Dhal varieties are being purchased through open tender and palmolein is procured through the Public Sector Undertaking designated by the Government of India. Thus, this Corporation procures all the essential commodities intended for smooth distribution under the Public Distribution System. The Corporation also runs 1,403 Fair Price Shops in 26 regions.

## Procurement of Paddy

**5.4** The Tamil Nadu Civil Supplies Corporation is the agency nominated by the Government of India for procurement of paddy on behalf of Food Corporation of India under the decentralized procurement scheme with effect from 01.10.2002. For the current Khariff Marketing Season (KMS) 2012-13, the Government of India have announced the Minimum Support Price of Rs.1250/- for common variety and Rs.1280/- for Grade 'A'

variety of paddy per quintal. Over and above the Minimum Support Price (MSP) the State Government provides an incentive of Rs.50/- per quintal for common variety and Rs.70/- per quintal for Grade 'A' variety.

**this Corporation at a cost of Rs. 32.60 crore during the year 2013-14.**

### **Construction Activities**

**5.7** The Tamil Nadu Civil Supplies Corporation is in possession of 378 godowns with a capacity of 11.67 lakh metric tonne of which 214 godowns are owned by the Corporation and the rest are hired godowns from Tamil Nadu Warehousing Corporation/ Central Warehousing Corporation/ private entrepreneurs. To improve the godown capacity, during the year 2012-13, Tamil Nadu Civil Supplies Corporation has constructed 3 scientific godowns with a total capacity of 2250 metric tonne, out of which 1000 metric tonne at Sivayam village in Karur District at a cost of Rs.42 lakh and 2 godowns at Mint in Chennai at a cost of Rs.60 lakh with a total capacity of 1250 metric tonne. Construction of godowns with a total capacity of 1.15 lakh metric tonne is in pipeline under Rural Infrastructure Development Fund at a cost of Rs.50 crore.

VARIETY	From 01.10.2012 (per quintal)		
	Minimum Support Price (GoI) Rs.	Incentive given by Govt. of Tamil Nadu Rs.	Procurement price Rs.
Paddy Common	1,250/-	50/-	1,300/-
Paddy Grade A	1,280/-	70/-	1,350/-

**5.5** The paddy procured from the farmers is hulled and converted into rice through the 23 Modern Rice Mills of this Corporation and 444 private hulling mills. The Corporation utilizes the hulled rice for Public Distribution System by way of adjustment against the central pool allotment. The Government of India releases its subsidy on the basis of economic cost.

**5.6** Seven Modern Rice Mills were taken up for total modernization at a cost of Rs.26.27 crore. **In order to improve the hulling capacity of the Modern Rice Mills and the quality of rice hulled by these mills, it is proposed to modernize 7 more mills of**

**5.8** In Cauvery river delta areas 1,047 direct purchase centres have been established for the current Khariff Marketing Season (KMS). Of this, 271 direct purchase centres are functioning in own buildings and the remaining are functioning in rented



buildings. Since the required infrastructure is not available in the direct purchase centres functioning in rented buildings, the Government, with a view to safeguard the interest of farmers, proposed to construct direct purchase centres with solar panel, winnowing machine and with drying platform. 1,474 direct purchase centres are provided with winnowing machine facilities.

### **Amudham Departmental Stores**

**5.9** The Tamil Nadu Civil Supplies Corporation is running departmental stores under the banner "Amudham Departmental Stores". These stores sell essential commodities including groceries at reasonable rates. The Corporation operates 19 Amudham Departmental Stores in Chennai and 3 in Cuddalore District.

### **Ooty Tea**

**5.10** The Government of Tamil Nadu have launched the sale of Ooty tea to the general public through Public Distribution System during 2001. The sale price of Ooty tea is Rs.15/- for 100 grams and Rs.35/- for 250 grams. Ooty tea is sold through the Amudham Departmental Stores and Corporation Retail Shops under PDS.

### **Supply of Cement**

**5.11** As a measure to control the rising price of cement, the Government have initiated the sale of indigenous cement at concessional price of Rs. 200/- per bag of 50 kg. For repair and maintenance of house, 50 bags of cement and for construction of house not exceeding 1000 sq.ft., 400 bags of cement are permitted to the poor and middle class families.

### **Monitoring**

**5.12** The Tamil Nadu Civil Supplies Corporation has also taken up IT initiatives such as,

- a) Computerization of all godown activities.
- b) Providing handheld billing machines in the Fair Price Shops run by the TNCSC in Chennai city for online monitoring of sales.
- c) Introduction of Global Positioning System to track the movement of rice loads from Food Corporation of India depots to Tamil Nadu Civil Supplies Corporation godowns and from there to Fair Price Shops in Krishnagiri and Tiruvallur regions.

- d) Establishing control room in Tamil Nadu Civil Supplies Corporation head office for registering complaints from the farmers in delta regions during the peak procurement and to monitor the field point activities through various online monitoring systems.
- e) Monitoring the stock position of Fair Price Shops, through web application for which data is collected through SMS.

### **Financial Status**

**5.13** The present authorized capital of the Corporation is Rs.70 crore and the paid up share capital is Rs.52.66 crore. The turnover of the Corporation in 1972-73 was Rs.12 crore and it has gone upto Rs.9,135.40 crore in 2011-12.

## **CHAPTER 6**

### **TAMIL NADU WAREHOUSING CORPORATION**

**6.1** The Tamil Nadu Warehousing Corporation was established under a central statute and commenced its activities with effect from 02.05.1958. This Corporation is jointly owned by the State Government and the Central Warehousing Corporation and the share capital is being paid up on a 50:50 basis.

### **Organizational Setup**

**6.2.** The general superintendence and management of the affairs of the Corporation vests with the Board of Directors comprising of 10 Directors, five each nominated by the Central Warehousing Corporation and the Government of Tamil Nadu. The Board acts on business principles having regard to public interest and is being guided by such instructions on question of policy as may be given by the State Government or Central Warehousing Corporation from time to time.

**6.3** The state is divided in 7 regions and each region is under the control of technically qualified Warehouse Managers with the supporting staff. The warehouses are periodically inspected by the Senior Regional

Manager/Regional Manager and by the officers from head office. Surprise inspections are being carried out by the flying squad and the internal audit personnel.

### **Key Activities**

**6.4** Following are the key activities of the Corporation:

- Acquires land and builds warehouses on scientific lines at potential places after conducting market survey.
- Provides negotiable warehouse receipts to the farmers and depositors to avail credit facilities from the bank by pledging the same.
- Appoints Handling and Transport Contractors for clearing the goods, loading/unloading and transportation of stocks for the convenience of the depositors.
- Carrying out disinfestations/pest control services in their own godowns as well as in various Government and private buildings.

### **Storage Capacity and its Utilization**

**6.5** The storage capacity of the warehouses of the Tamil Nadu Warehousing Corporation is 6.48 lakh metric tonne spread over 57 locations in the state. Out of this, the storage capacity of own godowns is 6.33 lakh metric tonne and 0.15 lakh metric tonne is hired storage capacity. It is being utilized by various agencies such as Food Corporation of India, Tamil Nadu Civil Supplies Corporation, Tamil Nadu State Marketing Corporation Limited, Co-operative Sugar Mills and Metals and Minerals Trading Corporation of India. Apart from them, private depositors are also utilizing warehousing facilities of the Corporation. The physical occupancy of Tamil Nadu Warehousing Corporation during the year 2012 is 86%.

### **Construction of New / Additional Godowns**

**6.6** Construction of new godowns with a total capacity of 45,000 metric tonne for Food Corporation of India under Private Entrepreneur Godown (PEG) 2008 Scheme has been taken up at Chinna Salem (15000 MT), Karaikudi (15000 MT), Arupukkottai (5000 MT), Kovilpatti (5000 MT) and Maduranthagam (5000 MT).

## Credit Facilities

6.7. During 2011-12 various depositors have availed a loan of Rs.191 crore by pledging 3,529 warehouse receipts.

## Pest Control Services

6.8. The Corporation is carrying out pest control services at Secretariat, High Court of Madras and its Madurai Bench and other buildings of the State Government, Tamil Nadu Electricity Board and Cooperative Banks. The pest control work is also undertaken at regional levels on rate contract basis. Realizing the importance of pest control, more number of users are coming forward to utilize this service.

## Financial Position

6.9 The authorized Share Capital of the Corporation is Rs.800 lakh and the paid up Share Capital is Rs.761 lakh.

6.10 As per the audited accounts for the year 2011-12, the total income of the Corporation is Rs.4062.26 lakh as against the total income of Rs.3614.56 lakh for the year 2010-11. This Corporation earned a profit of Rs.1510.58 lakh before tax for the year 2011-12.

## CHAPTER 7 DETAILS OF SCHEMES SANCTIONED UNDER PART-II SCHEME FOR THE YEAR 2013-14

(Rs. in lakh)

Sl. No.	Name of the Scheme	Total cost	Cost for 2013-14
I	<b>Tamil Nadu Civil Supplies Corporation</b> Providing 229 Nos. of 1500 kg capacity Electronic Platform Scales at an estimated cost of Rs.45,000/- each to TNCSC Godowns at various places in the state	103.05	103.05
II	<b>State Consumer Disputes Redressal Commission</b> i) Provision of lift facility to the consumer litigants/ advocates in the newly constructed own building of the State Consumer Disputes Redressal Commission, Chennai & District Fora Chennai (South) & (North)	16.00	16.00
	ii) Purchase of Photo Copier machine to the Circuit Bench at Madurai	1.60	1.60
<b>Total</b>		<b>120.65</b>	<b>120.65</b>

## **Conclusion**

The Government under the dynamic leadership of our Honourable Chief Minister is implementing several initiatives for the welfare of the public. This Department under the guidance and vision of our Honourable Chief Minister is marching ahead towards the Total Food Security.

**R. KAMARAJ**  
**Minister for Food**