



Ministry of Consumer Affairs, Food & Public Distribution



## Department of Consumer Affairs conducts Chintan Shivir to review work and to evolve an action plan to implement Prime Minister Shri Narendra Modi's "Vision 2047"

### Shri Piyush Goyal launches 'Bharat Dal Sale Campaign' and the 'Channa Promotion Campaign' under the umbrella of AatmaNirbhar Bharat

### Shri Goyal appreciates Department's intervention for Price Stabilization of Tomato

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The Department of Consumer Affairs (DoCA) organized Chintan Shivir here today with an objective to review work and to evolve an action plan to implement Prime Minister Shri Narendra Modi's "Vision 2047". On this occasion, Union Minister for Consumer Affairs, Food and Public Distribution, Textiles and Commerce and Industry, Shri Piyush Goyal launched 'Bharat Dal Sale Campaign' along with the 'Channa Promotion Campaign' which promotes not only the health benefits of Channa consumption but also supports the initiative of Aatmanirbhar Bharat.

Shri Goyal appreciated apt intervention of the department towards Price Stabilization of Tomato in which procurement of tomatoes was done from producing states and thereafter, supplied in the high-price markets at a discounted rate.

The Union Minister mentioned that consumer complaints are being resolved through National Consumer Helpline which is working 24\*7 and in 17 languages across India. He also encouraged for the use of data analytics and artificial intelligence for the consumer grievance redressal. He appreciated the working of the BIS for the outstanding work done for hallmarking of Gold and Standard promotion for the Consumer Welfare.



He appreciated the hard-working officials of the department who have served in the department over a decade also welcomed the new official who will bring the new ideas on the table. The Hon'ble Minister also pointed out that DoCA is the only department that have direct interaction with the 140 crore of Indian citizens. He also suggested to promote innovative ways and out of box thinking to do the task.

Shri Goyal suggested that we should work as a team and bring forward looking progressive thinking, in the department by organising such Chintan Shivirs at a regular intervals.

Shri Rohit Kumar Singh, Secretary, DoCA delivered welcome address where he inspired the attendees to focus on the innovation and learning new things. This was followed by the session on "Yoga at Workplace" led by Ms. Arunima Sinha, Sr. Faculty, Art of Living. She delivered the importance of yoga in maintaining the healthy environment at the workplace. She taught the officials of the department some simple desk yoga exercises which will help in keeping calm and composure while office working.

The discussions were held in four interactive sessions where presentations were delivered on Consumer protection and Speedy Disposal of Consumer Complaints, Quality Assurance for the Consumer, Testing in Emerging Fields and New Technologies, and, Quality Assurance for Consumers. An interactive session ensured, enabling the staff members to express their opinions, offer suggestions and pose questions.

The guest speaker, Mr. Sonu Sharma, captivated the audience and inspired them to move out of their comfort zones and break down barriers.

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**AD/NS**

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