



Government of India

R F D

(Results-Framework Document)
for

Department of Consumer Affairs
(2013-2014)

Section 1: Vision, Mission, Objectives and Functions

Vision

To protect the rights and interests of consumers, to spread awareness about consumer rights, duties and responsibilities and to promote consumer welfare by strengthening consumer movement in the country.

Mission

Strengthening consumer related legislations and effective implementation of various consumer welfare schemes and disputes redressal system. Active participation of State Governments, academic and research institutions, training institutions, National Law schools and voluntary organizations is envisaged to create a vibrant consumer movement in the country. Enforce mandatory standards for consumer products and services ensuring consumer safety.

Objectives

- 1 Enhancement of awareness of consumers about their rights and responsibilities
- 2 Provision of effective, inexpensive and speedy redressal system to consumers
- 3 To augment infrastructure of enforcement machinery of Legal Metrology Department of States/UTs and implementation of the Legal Metrology Act, 2009
- 4 Strengthening of National Test House (NTH) laboratories
- 5 Efficient Regulation of Commodity Futures Markets
- 6 Strengthening of Forward Markets and Forward Markets Commission
- 7 To promote and protect the interests of consumers through various Schemes
- 8 Completion of an independent evaluation of NTH Lab
- 9 Formulate Standards and strengthen Conformity Assessment of Products and Services
- 10 Implementation and regulation of Essential Commodities Act
- 11 Monitoring of prices of Essential Commodities

Functions

- 1 CONSUMER PROTECTION - Implementation of Consumer Protection Act, 1986 - National Consumer Disputes Redressal Commission .
- National Test House - Regulation of Packaged Commodities and implementation of new Act namely, The Legal Metrology Act, 2009.
CONSUMER AWARENESS - Jago Grahak Jago Multimedia Campaign. SETTING STANDARDS - Implementation of Bureau of Indian Standards Act, 1986. REGULATION OF ESSENTIAL COMMODITIES ACT, 1955 - Implementation of Essential Commodities Act, 1955.
- Implementation of Prevention of Black Marketing & Maintenance of supply of Essential Commodities Act, 1980 CONSUMER COOPERATIVES - National Consumer Cooperatives Federation (NCCF). COMMODITY EXCHANGES - Regulation of Commodities futures through Forward Markets Commission.
- Implementation of Forward Contracts (Regulation) Act 1952 INcomplete

Section 2: Inter se Priorities among Key Objectives, Success indicators and Targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
[1] Enhancement of awareness of consumers about their rights and responsibilities	15.00	[1.1] Publicity through print advertisement	[1.1.1] Release of advertisements in Hindi, English and regional newspapers. Number of insertions.	Number	2.00	10500	9450	8400	7350	6300
		[1.2] Publicity through Electronic Media	[1.2.1] Release of audio video spots through DD, AIR, Pvt TV Channels & Pvt FM Radio Stations and LS TV / RS TV. Number of insertions.	Number	3.00	168000	151200	134400	117600	100800
		[1.3] Publicity through other mediums	[1.3.1] Advertisements through banners, hoardings, Postal passbooks, Railway tickets, Trade Fairs, Tirupati Access cards, Stalls in Fairs/ Exhibitions	Number	1.00	7900	7110	6320	5530	4740
		[1.4] Development of a composite Consumer Awareness Index (CAI)	[1.4.1] Finalization of National Composite Index of Consumer Awareness in the country	Date	2.00	14/01/2014	31/01/2014	14/02/2014	28/02/2014	15/03/2014
			[1.4.2] Preparing of an index to prepare a baseline data about level of consumer	Timeline	0.00	--	--	--	--	--

Section 2:
Inter se Priorities among Key Objectives, Success indicators and Targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
[2] Provision of effective, inexpensive and speedy redressal system to consumers	19.00		awareness.							
		[1.5] Prevention of false/misleading advertisements	[1.5.1] Submission of a Note to CoS/ Cabinet on tackling menace of misleading advertisements	Date	3.00	31/10/2013	15/11/2013	30/11/2013	15/12/2013	31/12/2013
		[1.6] Formulation of National Consumer Policy	[1.6.1] Submission of a Note to CoS on draft National Consumer Policy	Date	3.00	14/01/2014	31/01/2014	14/02/2014	28/02/2014	15/03/2014
		[1.7] Study on consumers complaints categorization/ nature of complaints	[1.7.1] Completion of the study	Date	1.00	31/12/2013	31/01/2014	28/02/2014	15/03/2014	31/03/2014
		[2.1] To build up infrastructure in consumer fora required for effective functioning	[2.1.1] Number of consumer fora benefited	Number	5.00	60	55	50	45	40
		[2.2] Computerisation of consumer fora under CONFONET scheme	[2.2.1] Completion of computerization programme in all the Consumer Fora in the country	Number	8.00	100	90	80	70	60
		[2.3] To set up State Consumer Helpline in States/UTs	[2.3.1] Number of additional States Helpline operationalized	Number	6.00	5	4	3	2	1
[3] To augment infrastructure of enforcement machinery of Legal Metrology Department of States/UTs and implementation of	16.00	[3.1] Assistance in setting up of standards laboratory in States/UTs	[3.1.1] Assistance to States/UTs in setting up of Secondary /	Number	5.00	45	40	35	30	25

Section 2: Inter se Priorities among Key Objectives, Success indicators and Targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%
the Legal Metrology Act, 2009			Working Standards Laboratories							
		[3.2] Assessment of functioning of metrological Lab set up under Legal Metrology Act, 2009	[3.2.1] Benchmarking of Secondary laboratories	Number	2.00	50	45	40	35	30
		[3.3] Delivery and commissioning of testing equipments	[3.3.1] Supplying of standard toolkits to States/UT laboratories	Number	7.00	100	90	80	70	60
		[3.4] Testing of samples of private parties in secondary laboratories	[3.4.1] To examine feasibility of extending facility of testing of samples from private parties in secondary laboratories	Date	2.00	31/10/2013	15/11/2013	30/11/2013	15/12/2013	31/12/2013
[4] Strengthening of National Test House (NTH) laboratories	14.00	[4.1] Procurement and commissioning of Machinery & Equipment	[4.1.1] Utilization of fund allocated under the Head M&E on procurement of Machinery and Equipment	Percentage	8.00	100	90	80	70	60
		[4.2] Completion of an independent evaluation study of NTH lab	[4.2.1] Completion of assigned evaluation job of remaining 4 laboratories	Date	3.00	01/01/2014	15/02/2014	28/02/2014	15/03/2014	31/03/2014
		[4.3] Improve the generation of revenue by NTH	[4.3.1] Percent improvement in revenue generation over	Percentage	3.00	20	18	16	14	12

Section 2: Inter se Priorities among Key Objectives, Success indicators and Targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%
[5] Efficient Regulation of Commodity Futures Markets	4.00		the base level of FY 12-13							
		[5.1] Monitoring of markets	[5.1.1] Audit of Commodity Exchanges and members of the Exchanges	Number	4.00	330	300	270	240	210
[6] Strengthening of Forward Markets and Forward Markets Commission	12.00	[6.1] Development of Commodity Futures Market - capacity building programmes	[6.1.1] Organising capacity building programmes	Number	3.00	110	100	90	80	70
		[6.2] Development of Commodity Futures Market - awareness and developmental programmes	[6.2.1] Conducting awareness and developmental programmes	Number	3.00	1100	1000	900	800	700
		[6.3] Development of Commodity Futures Market - Meetings/interactions with stakeholders	[6.3.1] Holding meetings/interactions with stakeholders	Number	2.00	16	15	14	12	11
		[6.4] Dissemination of prices through APMC Mandies etc	[6.4.1] Connectivity of Commodity Exchanges with APMC mandies	Number	4.00	250	230	210	190	170
[7] To promote and protect the interests of consumers through various Schemes	5.00	[7.1] Involving VCOs for Comparative Testing	[7.1.1] Testing of products & services; giving reports and results	Number	3.00	30	25	20	15	10
		[7.2] Electronic dissemination of result data of products/ services	[7.2.1] Dissemination of comparative test reports data of products/ services	Percentage	2.00	75	70	65	60	55

Section 2: Inter se Priorities among Key Objectives, Success indicators and Targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%
			- results published within 45 days							
* Efficient Functioning of the RFD System	3.00	Timely submission of Draft RFD 2014-15 for Approval	On-time submission	Date	2.0	05/03/2014	06/03/2014	07/03/2014	08/03/2014	11/03/2014
		Timely submission of Results for 2012-13	On-time submission	Date	1.0	01/05/2013	02/05/2013	03/05/2013	06/05/2013	07/05/2013
* Transparency/Service delivery Ministry/Department	3.00	Independent Audit of implementation of Citizens'/Clients' Charter (CCC)	% of implementation	%	2.0	100	95	90	85	80
		Independent Audit of Implementation of Public Grievance Redressal System	% of implementation	%	1.0	100	95	90	85	80
* Administrative Reforms	6.00	Implement mitigating strategies for reducing potential risk of corruption	% of implementation	%	1.0	100	95	90	85	80
		Implement ISO 9001 as per the approved action plan	% of implementation	%	2.0	100	95	90	85	80
		Implement Innovation Action Plan (IAP)	% of milestones achieved	%	2.0	100	95	90	85	80
		Identification of core and non-core activities of the Ministry/Department as per 2nd ARC recommendations	Timely submission	Date	1.0	27/01/2014	28/01/2014	29/01/2014	30/01/2014	31/01/2014
* Improving Internal Efficiency/Responsiveness.	2.00	Update departmental strategy to align with 12th Plan priorities	Timely update of the strategy	Date	2.0	10/09/2013	17/09/2013	24/09/2013	01/10/2013	08/10/2013
* Ensuring compliance to the Financial Accountability Framework	1.00	Timely submission of ATNs on Audit paras of C&AG	Percentage of ATNs submitted within due date (4 months) from date of presentation of Report to Parliament by	%	0.25	100	90	80	70	60
* Mandatory Objective(s)										

Section 2: Inter se Priorities among Key Objectives, Success indicators and Targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target / Criteria Value				
						Excellent 100%	Very Good 90%	Good 80%	Fair 70%	Poor 60%
			CAG .during the year.							
		Timely submission of ATRs to the PAC Sectt. on PAC Reports.	Percentage of ATRS submitted within due date (6 months) from date of presentation of Report to Parliament by PAC .during the year.	%	0.25	100	90	80	70	60
		Early disposal of pending ATNs on Audit Paras of C&AG Reports presented to Parliament before 31.3.2012.	Percentage of outstanding ATNs disposed off during the year.	%	0.25	100	90	80	70	60
		Early disposal of pending ATRs on PAC Reports presented to Parliament before 31.3.2012	Percentage of outstanding ATRS disposed off during the year.	%	0.25	100	90	80	70	60

* Mandatory Objective(s)

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
[1] Enhancement of awareness of consumers about their rights and responsibilities	[1.1] Publicity through print advertisement	[1.1.1] Release of advertisements in Hindi, English and regional newspapers. Number of insertions.	Number	8000	12000	9450	10500	12000
	[1.2] Publicity through Electronic Media	[1.2.1] Release of audio video spots through DD, AIR, Pvt TV Channels & Pvt FM Radio Stations and LS TV / RS TV. Number of insertions.	Number	150000	170000	151200	170000	190000
	[1.3] Publicity through other mediums	[1.3.1] Advertisements through banners, hoardings, Postal passbooks, Railway tickets, Trade Fairs, Tirupati Access cards, Stalls in Fairs/ Exhibitions	Number	7000	9000	7110	8000	9000
	[1.4] Development of a composite Consumer Awareness Index (CAI)	[1.4.1] Finalization of National Composite Index of Consumer Awareness in the country	Date	--	--	31/01/2014	--	--
		[1.4.2] Preparing of an index to prepare a baseline data about level of consumer awareness.	Timeline	--	--	--	--	--

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
[2] Provision of effective, inexpensive and speedy redressal system to consumers	[1.5] Prevention of false/misleading advertisements	[1.5.1] Submission of a Note to CoS/ Cabinet on tackling menace of misleading advertisements	Date	--	--	15/11/2013	--	--
	[1.6] Formulation of National Consumer Policy	[1.6.1] Submission of a Note to CoS on draft National Consumer Policy	Date	--	--	31/01/2014	--	--
	[1.7] Study on consumers complaints categorization/ nature of complaints	[1.7.1] Completion of the study	Date	--	--	31/01/2014	--	--
	[2.1] To build up infrastructure in consumer fora required for effective functioning	[2.1.1] Number of consumer fora benefited	Number	90	59	55	60	60
	[2.2] Computerisation of consumer fora under CONFONET scheme	[2.2.1] Completion of computerization programme in all the Consumer Fora in the country	Number	185	90	90	100	100
	[2.3] To set up State Consumer Helpline in States/UTs	[2.3.1] Number of additional States Helpline operationalized	Number	7	4	4	4	4
	[3.1] Assistance in setting up of standards laboratory in States/UTs	[3.1.1] Assistance to States/UTs in setting up of Secondary / Working Standards	Number	85	36	40	40	40
[3] To augment infrastructure of enforcement machinery of Legal Metrology Department of States/UTs and implementation of the Legal								

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
Metrology Act, 2009		Laboratories						
	[3.2] Assessment of functioning of metrological Lab set up under Legal Metrology Act, 2009	[3.2.1] Benchmarking of Secondary laboratories	Number	--	--	45	--	--
	[3.3] Delivery and commissioning of testing equipments	[3.3.1] Supplying of standard toolkits to States/UT laboratories	Number	--	--	90	--	--
	[3.4] Testing of samples of private parties in secondary laboratories	[3.4.1] To examine feasibility of extending facility of testing of samples from private parties in secondary laboratories	Date	--	--	15/11/2013	--	--
[4] Strengthening of National Test House (NTH) laboratories	[4.1] Procurement and commissioning of Machinery & Equipment	[4.1.1] Utilization of fund allocated under the Head M&E on procurement of Machinery and Equipment	Percentage	53.9	98	90	90	90
	[4.2] Completion of an independent evaluation study of NTH lab	[4.2.1] Completion of assigned evaluation job of remaining 4 laboratories	Date	--	--	15/02/2014	--	--
	[4.3] Improve the generation of revenue by NTH	[4.3.1] Percent improvement in revenue generation over the base level of FY 12-13	Percentage	--	--	18	18	18

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
[5] Efficient Regulation of Commodity Futures Markets	[5.1] Monitoring of markets	[5.1.1] Audit of Commodity Exchanges and members of the Exchanges	Number	325	400	300	350	450
	[6.1] Development of Commodity Futures Market - capacity building programmes	[6.1.1] Organising capacity building programmes	Number	100	100	100	125	150
[6] Strengthening of Forward Markets and Forward Markets Commission	[6.2] Development of Commodity Futures Market - awareness and developmental programmes	[6.2.1] Conducting awareness and developmental programmes	Number	818	875	1000	1200	1500
	[6.3] Development of Commodity Futures Market - Meetings/interactions with stakeholders	[6.3.1] Holding meetings/interactions with stakeholders	Number	10	15	15	20	25
	[6.4] Dissemination of prices through APMC Mandies etc	[6.4.1] Connectivity of Commodity Exchanges with APMC mandies	Number	670	433	230	250	250
[7] To promote and protect the interests of consumers through various Schemes	[7.1] Involving VCOs for Comparative Testing	[7.1.1] Testing of products & services; giving reports and results	Number	26	25	25	9	9
	[7.2] Electronic dissemination of result data of products/ services	[7.2.1] Dissemination of comparative test reports data of products/ services - results published within 45 days	Percentage	--	--	70	--	--

* Mandatory Objective(s)

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
* Efficient Functioning of the RFD System	Timely submission of Draft RFD 2014-15 for Approval	On-time submission	Date	--	--	06/03/2014	--	--
	Timely submission of Results for 2012-13	On-time submission	Date	--	--	02/05/2013	--	--
* Transparency/Service delivery Ministry/Department	Independent Audit of implementation of Citizens' Charter	% of implementation	%	--	--	95	--	--
	Independent Audit of implementation of Public Grievance Redressal System	% of implementation	%	--	--	95	--	--
* Administrative Reforms	Implement mitigating strategies for reducing potential risk of corruption	% of implementation	%	--	--	95	--	--
	Implement ISO 9001 as per the approved action plan	% of implementation	%	--	--	95	--	--
	Implement Innovation Action Plan (IAP)	% of milestones achieved	%	--	--	95	--	--
	Identification of core and non-core activities of the Ministry/Department as per 2nd ARC recommendations	Timely submission	Date	--	--	15/10/2013	--	--
* Improving Internal Efficiency/Responsiveness.	Update departmental strategy to align with 12th Plan priorities	Timely updation of the strategy	Date	--	--	17/09/2013	--	--
* Ensuring compliance to the Financial Accountability Framework	Timely submission of ATNs on Audit paras of C&AG	Percentage of ATNs submitted within due date (4 months) from date of presentation of Report to	%	--	--	90	--	--

* Mandatory Objective(s)

Section 3: Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual Value for FY 11/12	Actual Value for FY 12/13	Target Value for FY 13/14	Projected Value for FY 14/15	Projected Value for FY 15/16
* Mandatory Objective(s)		Parliament by CAG .during the year.						
	Timely submission of ATRs to the PAC Sectt. on PAC Reports.	Percentage of ATRS submitted within due date (6 months) from date of presentation of Report to Parliament by PAC .during the year.	%	--	--	90	--	--
	Early disposal of pending ATNs on Audit Paras of C&AG Reports presented to Parliament before 31.3.2012.	Percentage of outstanding ATNs disposed off during the year.	%	--	--	90	--	--
	Early disposal of pending ATRs on PAC Reports presented to Parliament before 31.3.2012	Percentage of outstanding ATRS disposed off during the year.	%	--	--	90	--	--

* Mandatory Objective(s)

Section 4: Acronym

Sl.No	Acronym	Description
1	BIS	Bureau of Indian Standards
2	CONFONET	Computerisation and Computer Networking of Consumer Fora in the country
3	DGS and D	Directorate General of Supplies and Disposals
4	FMC	Forward Markets Commission
5	MOU	Memorandum of Understanding
6	NIC	National Informatics Centre
7	NTH	National Test House

Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
1	[1.1.1] Release of advertisements in Hindi, English and regional newspapers. Number of insertions.	The success indicator indicates the number of insertions in print media	The targets will vary over the years depending upon no. of ads released.	As per targets in the Annual Plan (2013-14)	
2	[1.2.1] Release of audio video spots through DD, AIR, Pvt TV Channels & Pvt FM Radio Stations and LS TV / RS TV. Number of insertions.	The success indicator indicates the number of insertions in electronic media (Audio Visual)	The targets will vary over the years depending upon no. of ads released	As per targets in the Annual Plan (2013-14)	
3	[1.3.1] Advertisements through banners, hoardings, Postal passbooks, Railway tickets, Trade Fairs, Tirupati Access cards, Stalls in Fairs/ Exhibitions	The success indicator indicates the number of insertions in outdoor media (hoardings etc.) media	The targets will vary over the years depending upon no. of ads released.	As per targets in the Annual Plan (2013-14)	
4	[2.1.1] Number of consumer fora benefited	The success indicator indicates the number of Consumer Fora where infrastructure has been completed	The targets will vary over the years depending upon Consumer Fora becoming fully functional	Around 250 members of District Fora are to be assisted as per targets in the Annual Plan (2013-14) for construction of building & other infrastructure support	
5	[2.2.1] Completion of computerization programme in all the Consumer Fora in the country	The SI indicates percentage of Consumer Fora where the process of computerization and networking is completed by NIC under the CONFONET Scheme.	The process includes provision of hardware, software, Technical Support Personnel (TSP) and training to personnel resulting in functional Consumer Fora	Altogether over 632 District Fora, 35 State Commissions & NCDRC will be assisted as per the Annual Plan (2013-14), by providing hardware/ software and TSP/	CONFONET: Computerisation & Computer Networking of Consumer Fora in the country. Main Components: Software application development/ upgradation, new Hardware &

Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
5	[2.2.1] Completion of computerization programme in all the Consumer Fora in the country	The SI indicates percentage of Consumer Fora where the process of computerization and networking is completed by NIC under the CONFONET Scheme.	The process includes provision of hardware, software, Technical Support Personnel (TSP) and training to personnel resulting in functional Consumer Fora	manpower during 12th Plan	Software, workshop training, operational staff
6	[2.3.1] Number of additional States Helpline operationalized	The department proposes to set up State Consumer Helplines in all States/UTs so that consumer can express and get their grievances re-addressed	Provision of effective, inexpensive and speedy redressal system to consumers. The helplines provide for a toll free number for the consumers to call and get guidance to solve their day to day problems	Funds provided to State/UTs to setup helpline in 28 State/UTs out of which, 16 State/UTs have been functional helpline. The target will gradually decrease as more and more State helplines become functional	Objective of the department is to implement State Consumer Helpline in all State/UTs.
7	[3.1.1] Assistance to States/UTs in setting up of Secondary / Working Standards Laboratories	The Grant-In-Aid is amount given for construction of Working /Secondary Standard Laboratory and includes cost of land.	Grant In Aid	Number of laboratories	
8	[3.2.1] Benchmarking of Secondary laboratories	The assessment shall be for the parameter of when the laboratory has started functioning, whether adequate and trained staff is available etc.	Number of laboratories assessed	Number of laboratories. It covers all 35 States & UTs. Secondary Standards laboratories are around 100 throughout the country.	

Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
9	[3.3.1] Supplying of standard toolkits to States/UT laboratories	The laboratory equipments are supplies to the Secondary/Working Standard laboratory through DGS & D and India Government Mint, Mumbai etc to strengthen the legal metrology infrastructure of the States/ UTs	Number of equipments supplied and commissioned	Number/ sets of equipments	
10	[4.1] Utilization of fund allocated under the Head M&E on procurement of Machinery and Equipment	Procurement of Machinery & Equipment for augmentation and creation of added test facility	Strengthening of National Test House (NTH) Laboratories	Percentage of utilization	Most of the allocated funds are utilized by the end of the financial year
11	[5.1.1] Audit of Commodity Exchanges and members of the Exchanges	The Forward Markets Commission is the regulator of the commodity derivatives market in India and its function under the Act is to effectively regulate the markets. The monitoring of the markets is done on a continuous basis and the interventions made as and when required.	The only activity that can be quantified under this head is the inspection of the books of Accounts of the Exchanges and the members of the Exchanges for which quantifiable targets have been prescribed.	The targets for completion of audit of Exchange and Members of the Exchange are assigned and the output is measured accordingly. A weight of 12.5% has been assigned to this activity based on its importance in the total scheme of regulations.	
12	[6.1.1] Organising capacity building programmes	The targets for various Developmental Initiatives (like awareness programmes, capacity building programmes, meetings/ interactions with the stakeholders, participation in International	FMC is giving more and more emphasis on creation of awareness of the benefits of commodity futures market among farmers and other stakeholders.	The weights assigned to each one of the Developmental Initiatives are based on their likely impact and challenges involved in their implementation A weight	

Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
12	[6.1.1] Organising capacity building programmes	training/conferences etc.) undertaken by the FMC which are the additional initiatives taken by FMC to sub serve its core regulatory function have been quantified.	The meetings with stakeholders provide a platform to discuss the various issues faced by various participants of the commodity futures markets and to discuss the ways and means of improving hedgers' participation in these markets	of 18.75 % each has been assigned to awareness programmes and capacity building programmes. Meetings/ Interactions with the Stakeholders is assigned a weight of 5%.	
13	[6.2.1] Conducting awareness and developmental programmes	Same	Same	Same	
14	[6.3.1] Holding meetings/interactions with stakeholders	Same	Same	Same	
15	[6.4.1] Connectivity of Commodity Exchanges with APMC mandies	Price Dissemination Project undertaken by the FMC which are the additional initiatives taken by FMC to sub serve its core regulatory function.	The Project has the potential to be a catalyst towards creating greater awareness and empowerment of the farmers.	The weight of 12.5% initiatives has been assigned to it.	The Price Dissemination Project of the Forward Markets Commission is aimed at creating greater awareness and empowerment of farmers. In the past, price ticker boards require the availability of personal, computer with internet

Section 4: Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success Indicator	Description	Definition	Measurement	General Comments
15	[6.4.1] Connectivity of Commodity Exchanges with APMC mandies	Price Dissemination Project undertaken by the FMC which are the additional initiatives taken by FMC to sub serve its core regulatory function.	The Project has the potential to be a catalyst towards creating greater awareness and empowerment of the farmers.	The weight of 12.5% initiatives has been assigned to it.	connectivity at the site. The conventional price ticker boards are not functioning fully on account of difficulties that have arisen because of internet connectivity, lack of computer operator, computer being affected by virus etc. To tide over these difficulties, FMC has started installation of GPRS enabled ticker boards which in itself is a complete functional unit eliminating the need of computer/internet connection, staff etc at the APMC but requires steady power supply only. The substantial reduction in the targets have been proposed keeping in view that greater focus will be on ensuring the functioning of already installed ticker boards. Besides, price dissemination is also being achieved through other media like SMS alerts which will tend to be more effective for the benefit of the farmers

Section 4:
Description and Definition of Success Indicators and Proposed Measurement Methodology

Sl.No	Success indicator	Description	Definition	Measurement	General Comments
16	[7.1.1] Testing of products & services; giving reports and results	The department, with the help of Voluntary Consumer Organisations (VCOs) carries out comparative testing of various products/services. The products are tested based on international best standards and ranking awarded. The results are published for the benefit of consumers. The Success Indicator indicates number of such products tested during the year.	Undertake comparative testing of product in NABL accredited laboratories	The targets are fixed by the Executive Committee constituted by the department to monitor the project.	

Section 5 :
Specific Performance Requirements from other Departments

Location Type	State	Organisation Type	Organisation Name	Relevant Success Indicator	What is your requirement from this organisation	Justification for this requirement	Please quantify your requirement from this Organisation	What happens if your requirement is not met.
Central Government		Responsibility Centre / Attached office	Directorate of Advertising & Visual Publicity (DAVP)	[1.1.1] Release of advertisements in Hindi, English and regional newspapers. Number of insertions. [1.2.1] Release of audio video spots through DD, AIR, Pvt TV Channels & Pvt FM Radio Stations and LS TV / RS TV. Number of insertions. [1.3.1] Advertisements through banners, hoardings, Postal passbooks, Railway tickets, Trade Fairs, Tirupati Access cards, Stalls in Fairs/ Exhibitions	Receipt of media plan and release order to agencies Same	All Ad campaigns or ministries/departments are required to be released through DAVP/NFDC Same	DAVP/NFDC involvement will be there for all ad campaigns Same	

Section 6:
Outcome/Impact of Department/Ministry

Outcome/Impact of Department/Ministry	Jointly responsible for influencing this outcome / impact with the following department (s) / ministry(ies)	Success Indicator	Unit	FY 11/12	FY 12/13	FY 13/14	FY 14/15	FY 15/16
1 Effective Redressal of Consumer Grievances	DAR&PG	Percentage of grievances addressed timely	%	63.2	80.7	85	90	93
2 Improved regulation of Commodity Futures Markets	Forward Markets Commission, Mumbai	Value of transaction in Lakh crore Rupees	Number	119.49	181.26	280	428	650
		Transaction of metals, minerals and ores (in lakh crore rupees)	Number	104.93	159.30	125.42		
		Other articles including agri products, food grains etc (in lakh crore rupees)	Number	14.56	21.96	18.76		

