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**Action plan: Consumers' rights
protection club**

Where are we?

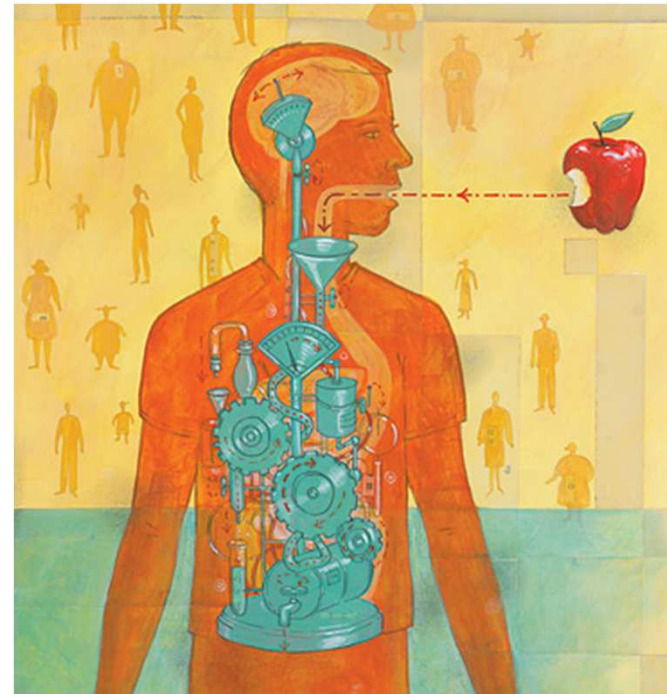


Problems:

- 19 letters from public members in 2009 on consumers rights violation to Russian Agency for Health and Consumer Rights.
- No hotline or NGO providing consultancy.
- Bad sanitary conditions of street stalls, cafes and other premises where bakery, locally produced semi-finished products.
- Bad consumer-business relations.

Vision

- Raise public health raising awareness by “We are what we eat” campaign.
- Making the authorities more accountable through communication: letters, calls.
- Fair trade.



Tasks

- Collect students 9 people.
- Logo, statute, free website, phone.
- Register as a branch in Chechnya of a larger NGO.
- Star awards scheme for businesses.
- Games in kinder gardens, schools and universities.
- TV show with celebrity.

Outcomes:

- More written letters to authorities from public members
- Making citizens active in political life
- Awareness where the safer businesses are
- Fair trading
- In long term making realize public members that they are consumers of government services.

Thank you