

**Consumer Awareness Programme  
at  
Gosaba & Basanti Block of Sundarban area :**

**ACKNOWLEDGEMENTS**

The success of this special awareness programme under Gosaba and Basanti block was a collective effort. The participation of Mr. Arun Kar, Assistant Director, CA & FBP, South 24 Parganas R.O.; Sri S. Guha, CWO; Smt. Minati Tapadar, CWO; Sri M. Mondal, CWO; Sri R. Bagchi, CWO; Sri M. Zafar, CWO; Sri P.C. Das, Gr.1 Typist; Sri S. Bijoli, LDC alongwith the entire team of Kamdebpur Rural Development Society made this programme a grand success.

**PREFACE**

As assigned by Consumer Affairs Department of the West Bengal and Departmental sanction of special allotment of fund under G.O. No.194-CA(FS)/FBP dt.02.12.2010, this office has organized awareness programmes under Gosaba and Basanti Blocks in association with Kamdebpur Rural Development Society, a Voluntary Consumer Organisation as co-ordinating agency from 31.01.2011 to 04.02.2011 covering 2 Blocks, 14 Gram Panchayets, 8 Markets and 1 H.S. in order to disseminate consumer awareness up to the grass root level in the District of South 24 Parganas. To make the awareness programmes attractive and effective, Baul songs and magic shows were also organized.

**GOSABA BLOCK**

Under the Gosaba Block special awareness programmes were conducted in the Block office in the presence of Block Development Officer and also, in seven Gram Panchayats in the presence of respective Pradhan and seven market places.

The names of the Gram Panchayats and market places covered are as follows:-

1. Biprodaspur (G.P.)
2. Rangabelia (G.P.)
3. Gosaba Bazar
4. Beltoli Bazar
5. Pathan Khali College & Market,
6. Satjelia (G.P.),
7. Chhoto Molla Khali Market
8. Kachukhali Market
9. Satjelia Market
10. Kumir Mari (G.P.),
11. Radhanagar-Taranagar (G.P.),
12. Kachukhali (G.P.),
13. Pakhirala Market
14. Sambhunagar (G.P.),

**GOSABA BLOCK:** This block falls under canning sub-division of South 24 Parganas district in West Bengal. It is the last inhabited area before the deep forests of the Sandarbans start. It has a police station, a community development block and an assembly constituency. The area symbolizes struggle against nature and predators.

**HISTORY:** Sir Daniel Mackinnon Hamilton, a Scotsman, had travelled to Kolkata to work for Mackinnon & Mckenzie, a company with which he had family connection. Hamilton became head of the company and master of an immense fortune, one of the richest men in British India. Hamilton set his eyes on the deltaic islands in South Bengal. In 1903, he bought 10,000 acres (40 km<sup>2</sup>) of the tide country from the Government – it included such islands as Gosaba, Rangabelia & Satjelia. His efforts towards developing these places brought in other people into these islands.

**GEOGRAPHY:** Gosaba is one of the main deltaic islands in the Sundarban region, bounded by the Matala and Zilli rivers/crocks. Kolkata to Sonakhali (opposite Basanti) is 100 km., it takes about 3 hrs. by road. Sonakhali to Gosaba is about 1<sup>1</sup>/<sub>2</sub> hrs. by powered boat. Sundarbans are home to some 270 man eating tigers. Sixteen of them have entered into the villages of Gosaba between 2001 and 2004.

**DEMOGRAPHY:** In the 2001 census, Gosaba community development block had a population of 2,22,764 and of which 1,13,827 were males and 1,08,937 were females. The entire population is classified as rural.

**ADMINISTRATION:** Gosaba is an intermediate Panchayat (local self-Government) under South 24 Parganas district. Village panchayats under it are – Amtali; Bali I and II; Bipradaspur; Chhota Mollakhali; Gosaba; Kachukhali; Kumirmari; Lahiripur; Pathankhali; Radhanagar-Taranagar; Rangabelia; Satjelia and Sambhunagar.

**ECONOMY:** Around 20,000 kg. of honey is collected every year from forests of Sundarbans. Mostly people from the Kultali, Joynagar, Basanti, Gosaba & Canning are honey collectors and fisherman. The main tourist centre in the region is SAJNEKHALI in the heart of the Sundarbans tiger reserve and is about 1<sup>1</sup>/<sub>2</sub> hrs. by boat from Gosaba.

**EDUCATION:** Educational institutions in Gosaba – Sundarban Hazi Dasalat College (Pathankhali); Rangabelia High School; Sambhunagar High School; Bipradaspur High School; Satjelia Natavar Vidyayatan.

## **BASANTI BLOCK**

Under the Basanti block special awareness programmes were conducted in the Block office in the presence of Block Development Officer and also, in seven Gram Panchayats in the presence of respective Pradhan, one High School and one market place.

The name of the Gram Panchayats, high school and market places covered are:-

01. KANTHALBERIA (G.P.)
02. UTTAR MOKAMBERIA (G.P.)
03. JHARKHALI ISLAND (G.P.)
04. NAFARGUNJ HIGH SCHOOL
05. BHARATGARH (G.P.)
06. RAMCHANDRA KHALI (G.P.)
07. MASJIDBATI (G.P.)
08. NAFARGUNJ (G.P.)
09. CHUNAKHALI MARKET

## **BASANTI BLOCK**

It is a town with a police station and a community development block in Canning Sub-division of South 24 Parganas district of West Bengal. The backward Basanti area is implementing various development programmes.

**GEOGRAPHY:** Basanti is one of the main deltaic islands in the Sundarban region, bounded by the Matala and Vidyadhari rivers/creeks. Sonakhali, opposite Basanti, is a popular starting point for Sundarbans steamer/launch trips. Sonakhali is 100 kms from Kolkata.

**DEMOGRAPHY:** In the 2001 census, BASANTI community development block had a population of 2,78,543 out of which 1,42,487 were males and 1,36,056 were females. The entire population is classified as rural.

**ADMINISTRATION:** Basanti is an intermediate panchayat (local self-Government) under South 24 Parganas district of West Bengal. Village Panchayats under it are – Amjhara; Jharakhali; Jyotishpur; Kanthalberia; Masjidbati; Nafarganj; Ramchandrakhali; and Uttar Mokamberia.

**ECONOMY:** Agriculture and honey collection around 20,000 kg of honey is collected every year from the forest of Sundarban.

### **1) Kanthalberia (G.P.), Basanti Block:**



The awareness programme held on 31.01.2011 at the Gram Panchayat hall under the supervision of Pradhan

No. of participants present: 50

The programme started at 11:30 A.M. and ended at 12:30 P.M. The purpose was to create “Consumer awareness” among the local people.

Distinguished persons present were as follows:-

- i) Pradhan
- ii) Kartick Ch. Gayen – E.A. Kanthalberia G.P.
- iii) Islam Ali Mistry – Secretary, Kanthalberia G.P.
- iv) Bablu Mahato, Sahayak, Kanthalberia G.P.

## 2) Uttarmokambelia (G.P.), Basanti Block:



The awareness programme held on 31.01.11 at the Gram Panchayat main hall. The Pradhan and the Secretary of Uttarmokambelia (G.P.) took keen interest in arranging and making the programme successful.

The programme started at 1 P.M. and ended at 2 P.M. with a lot of applause from the common people.

Total no. of participants present : 29.

## 3) Beltoli Bazar, Gosaba Block:



The programme held on 31.01.11 in Beltoli market under Gosaba Block at 5 P.M. and ended at 6 P.M. The Secretary of the market was present to guide the programme.

Total no. of participants present : 50.

## 4) Bipradaspur (G.P.), Gosaba Block:



The awareness programme held on 31.01.11 in Bipradaspur (G.P.) under Gosaba Block. The programme started at 3 P.M. and ended at 4 P.M. under the supervision of the Pradhan.

Total no. of participants present : 57.

## 5) Pathankhali Bazar, Gosaba Block:



The programme held on 01.02.11 at Pathankhali Bazar under Gosaba Block. The programme started at 10 A.M. and ended at 11:30 A.M. Baul songs and magic shows were performed to make the programme attractive.

Total no. of participants present : 53.

#### 6) Masjidbati (G.P.), Basanti Block:



The awareness programme held on 01.02.11 under the supervision of the Pradhan, Masjidbati (G.P.) under Basanti Block. The programme was held in the main hall of the Gram Panchayat building from 12 P.M. to 1 P.M. the local people shown keen interest in the awareness programme.

Total no. of participants present : 29.

#### 7) Ramchandrakhali (G.P.), Basanti Block:



The awareness programme held on 01.02.11 at Ramchandrakhali (G.P.) under Basanti Block under the supervision of the Pradhan at 1:30 P.M. and ended at 2:15 P.M.

Total no. of participants present : 32.

Distinguished persons present are as follows:-

- i) Fatema Molla, Pradhan, Ramchandrakhali (G.P.)
- ii) Abul Kalam Laskar, Secretary, Ramchandrakhali (G.P.)
- iii) Sasti Ranjan Mondal, Sanchalok, Shiksha & Janamasthan.

#### 8) Basanti, BDO office:



The awareness programme was held on 01.02.11 in Basanti, BDO office main hall at 2:30 P.M. under the supervision of Block Development officer. Display of documentary film on consumer awareness and magic shows attracted the intention of the local people on the subject "Consumer Rights and Protection".

The programme successfully ended at 4 P.M.

Total no. of participants present : 30.

#### 9) Jharkhali (G.P.), Basanti Block:



The awareness programme was held on 01.02.11 by our second team at Jharkhali (G.P.) under Basanti Block. The programme started at 11 A.M. and ended at 12:30 P.M. under the supervision of the Pradhan and Secretary.

Total no. of participants present : 45.



### 10) Nafargunj Baidyanath Vidyapith, Basanti Block :



The awareness programme was held on 01.02.11 by our second team at Nafargunj Baidyanath Vidyapith under Basanti Block. The programme started at the school building at 1 P.M. under the supervision of Sanjib Sen, the Headmaster of Nafargunj Baidyanath Vidyapith. The animation film and magic shows caught the attraction of the students and teachers on the subject "Consumer awareness".

The programme successfully ended at 2:30 P.M.

Total no. of participants present : 52.

### 11) Bharatgarh (G.P.), Basanti Block :



The awareness programme was held on 01.02.11 by our second team at Bharatgarh (G.P.) under Basanti Block. The programme started at 3 P.M. in one room of the Gram Panchayat building under the supervision of the Pradhan and the Sahayak. The programme ended at 3:45 P.M. with a lot of applause from the local people.

Total no. of participants present : 50.

### 12) Nafargunj (G.P.), Basanti Block :



The awareness programme was held on 01.02.11 by our second team at Nafargunj (G.P.) under Basanti Block. The programme started at 4 P.M. in the Gram Panchayat building under the supervision of Susanta Giri, Secretary of the G.P. and ended at 5 P.M.

Total no. of participants present : 32.

### 13) Gosaba, BDO office :



The awareness programme in Gosaba, BDO office was conducted on 02.02.11. The programme started at 10:30 A.M. under the supervision of Abhijit Pandey, Block Development officer, Gosaba. The programme successfully ended at 11:30 A.M.

Total no. of participants present : 40.

#### 14) Rangabelia (G.P.), Gosaba :



The programme was conducted on 02.02.11 at Rangabelia (G.P.) under Gosaba. The programme started at 12 P.M. and ended at 1:30 P.M. The Secretary, Amarendranath Gayen and Sahayak, Subal Sarkar of Rangabelia G.P. were present during the awareness programme.

Total no. of participants present : 47.

#### 15) Satjelia (G.P.), Gosaba :



The programme was conducted on 02.02.11 at Satjelia (G.P.) under Gosaba Block at 2 P.M. under the supervision of Pradhan, Bhakti Ranjan Patra, Secretary and Namita Mondal, Sahayak of Satjelia (G.P.)

The programme ended at 3 P.M.

Total no. of participants present : 38.

#### 16) Kochukhali Market, Gosaba :



The programme was held on 02.02.11 at Kochukhali market under Gosaba Block. The programme started at 4 P.M. and successfully ended at 5 P.M. with Baul songs and magic shows.

Total no. of participants present : 50.

#### 17) Chotomollakhali Market, Gosaba :



The programme was conducted on 02.02.11 at the main market of Chotomollakhali. The programme started at 5:30 P.M. and ended successfully at 6:30 P.M. The local people participated in great numbers to make the programme successful.

Total no. of participants present : 46.

**18) Gosaba Market, Gosaba :**

The programme was conducted on 02.02.11 at Gosaba Bazar under Gosaba Block. The programme started at 7 P.M. and ended at 8:30 P.M. The local people, shop owners and traders fully participated in the awareness programme. The programme at Gosaba market was a grand success with baul song and magic shows.

Total no. of participants present : 92.

**19) Kachukhali (G.P.), Gosaba :**

The programme was conducted on 03.02.11 under the supervision of Saikat Mondal, Pradhan and other members of the Kachukhali G.P. under the Gosaba Block. the programme started at 10:30 A.M. and successfully ended at 11:30 A.M.

Total no. of participants present : 42.

**20) Radhanagar Taranagar (G.P.), Gosaba :**

The programme was conducted on 03.02.11 at Radhanagar Taranagar (G.P.) under Gosaba Block. The programme started at 12 P.M. at the main hall of the Gram Panchayat building and ended successfully at 1:30 P.M. The Secretary of the Gram Panchayat actively participated in arranging the awareness programme.

Total no. of participants present : 38.

**21) Kumirmari (G.P.), Gosaba :**

The awareness programme was conducted on 03.02.11 at Kumirmari (G.P.) under Gosaba Block. The programme started at 2 P.M. under the supervision of Pradhan and ended successfully at 3 P.M.

Total no. of participants present : 40.



## 22) Pakhirala Market, Gosaba :



The programme was conducted on 03.02.11 at Pakhirala market under Gosaba Block. The local people shown keen interest in the awareness programme and participated with full interest.

The programme started at 3:30 P.M. and ended at 4:30 P.M.

Total no. of participants present : 60.

## 23) Chunakhali Market, Basanti :



The programme was conducted on 04.02.11 in Chunakhali Market under Basanti Block. The programme started at 10:30 A.M. and successfully ended at 11:30 A.M. The programme was indeed a great success.

Total no. of participants present : 29.

## 24) Sambhunagar (G.P.), Gosaba :

The programme was conducted on 04.02.11 at Sambhunagar Gram Panchayat under the Gosaba block. The programme started at 12 P.M. and ended successfully at 1:30 P.M. The programme was organized in the main hall of the Gram Panchayat building.

Total no. of participants present : 54.