

Kind attn PSM



सड़क परिवहन एवम् राजमार्ग मंत्री  
भारत

MINISTER OF ROAD TRANSPORT & HIGHWAYS  
INDIA

19 November 2009

Dear PC

I am writing this letter to recommend Padma Award for Shri Pradeep S Mehta, Secretary General of CUTS International.

Over a long and distinguished career, Pradeep S Mehta, through his practical and scholarly work, has striven to highlight the importance of economic liberalization coupled with safety nets such as protection of consumers and competition in both the Indian context and other developing countries where he works. As an excellent social entrepreneur and founder Secretary General of CUTS International, he is responsible for pioneering an approach that maintains a correct and necessary balance between consumer and environmental interests and the need for reforms as an incentive for producer participation, job creation and sustainable economic growth.

When Pradeep founded CUTS over 25 years ago, thinking on consumer and competition issues was still at its infancy; consumer activism was present but it lacked an analytical base. CUTS, through its scholarly and advocacy work, embarked on a mission of social justice and equality but not at the expense of economic growth and development. The same spirit guided CUTS to pursue these activities vigorously and spanning a wide spectrum, when India adopted liberalization and joined the WTO in the 1990s.

It is this vision of a dynamic egalitarian society which has driven Pradeep's work in the areas of several policy domains such as international trade, investment, sustainable development, competition and consumer protection. Much of this work has also been translated into South-South cooperation, which CUTS has been pursuing through its own offices in Lusaka, Nairobi, Hanoi and Geneva.

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In these policy areas he has been an adviser to several governments, including the Government of India, and also with the WTO and UNCTAD. I too have benefited from his advice in my roles as Minister for Environment and as Minister for Commerce & Industry.

To conclude, he exhibits a rare combination of skills comprising Institution building, integrity, influencing policy from grassroots to the international level, besides proving to be a goodwill Ambassador of India by facilitating better awareness of India's role in implementing the international development agenda.

A brief note justifying this commendation is enclosed.

With best wishes,

Yours sincerely,



Kamal Nath

Shri P. Chidambaram  
Home Minister  
Government of India  
New Delhi