

Citizen consumer and civic Action Group

PUBLIC NEWSENSE

40 years of action



YOUR QUARTERLY UPDATE FROM CAG QUARTER 4, 2025

Dear Friends,

Happy New Year! As this newsletter reaches you after a season of celebrations, I wish you continued balance, with the months ahead to be shaped by thoughtful, sustainable choices. At CAG, the new year began with renewed energy and sharper priorities — empowering consumers, advancing sustainability, and working hand in hand with communities and institutions to deliver practical, evidence-based change.

We kick off a food safety initiative in Chennai schools and colleges, designed to build food literacy among students. By helping young people make informed dietary choices, we aim to nurture healthy habits that could last a lifetime.

Our multi-state climate-resilient agriculture project will advance farmer resilience across Kerala, Tamil Nadu, Maharashtra, and Bihar. The initiative will generate context-specific solutions rooted in local realities, facilitating cross-state learning, and engaging with state and national policy processes to integrate farmer-led, ecologically grounded agricultural practices.

The new year does not mean leaving ongoing priorities behind. Our road safety advocacy continues, focused on amendments to the Motor Vehicles (Amendment) Act, 2019—changes that could transform safety outcomes nationwide. We are actively promoting rooftop solar adoption, engaging households and communities to showcase its benefits. And our energy audits are expanding across Primary Health Care Centres, creating a network of hospitals that can serve as living models of sustainability.

I close with a request for your support. Sustaining and expanding these initiatives depends on the generosity of individuals like you. Please explore our website to know more about our work. If this resonates with issues and systems you as a citizen are concerned about please consider contributing through our Donate page. For questions or suggestions, we are always happy to hear from you. You

can stay connected with us throughout the year by following our work on Instagram, Facebook, Twitter, Threads, and LinkedIn (@CagChennai).

With regards
S.Saroja
Executive Director



When roads are built using solid waste: Are we solving the problem or repackaging It?

As legacy waste finds its way into road construction, this blog examines whether such approaches strengthen waste management systems or raise new questions for environmental governance.

[Read more](#)



Knowing your rights: How consumer awareness strengthens telecom protection

Most of us ignore or block spam calls on our phones, but unless these calls are reported, the problem continues. Drawing from CAG's consumer awareness work, this article explains how TRAI regulations help curb spam calls, the citizen-centric services available to consumers, and the grievance redressal mechanisms that protect consumer rights.

[Read more](#)



Lessons from the ground on enabling rooftop solar adoption

Through real cases from Chennai, this article highlights how CAG's consumer awareness meetings on rooftop solar helped residents and apartment communities understand rooftop solar systems, electricity bills, and tariffs, enabling them to realise the benefits they were promised.

[Read more](#)



An analysis of policy and financial mechanisms supporting distributed renewable energy adoption in Tamil Nadu

This blog summarises the first phase of a study by CAG on Distributed Renewable Energy (DRE) in Tamil Nadu, analysing how policy, finance, markets, innovation, and community engagement shape DRE adoption. It highlights what enables and constrains decentralised energy and sets the stage for future case studies on livelihood impacts.

[Read more](#)



Short walk, High risk: The urgent need for safer school zones

The Safe School Zones study explores how streets around Chennai's schools expose children to serious road safety risks. Through audits, surveys, and children's voices, it reveals why speeding, unsafe infrastructure, and poor planning threaten daily school journeys. The study calls for urgent action to design streets that truly protect young road users.

[Read more](#)

Podcast: CLICK WITH CARE Digital Safety for E-com Shoppers

Click with care is your guide to safe and smart online shopping. Join Studio CAG as we uncover how to spot scams, protect your money, and shop responsibly in a fast-growing digital marketplace.

[Listen now](#)

Reports: Annual Report (2024-2025)

A year-in-review highlighting our impact in advancing environmental sustainability, protecting consumers, and strengthening civic accountability.

This report reflects measurable progress, key partnerships, and our commitment to responsible, transparent governance.

[Read more](#)

YOUR SUPPORT POWERS CHANGE!

With your donation, we work to protect citizens' rights and the environment by engaging with communities, policymakers, and businesses. Your contribution helps us promote clean energy and zero-waste, safeguard vulnerable communities, make cities safer, defend consumer and digital rights, and encourage active citizenship. Every step we take is grounded in research, data, and public engagement - and none of it possible without you.

[DONATE](#)

Citizen consumer and civic Action Group (CAG) is a non-profit, non-political and professional organisation that works towards protecting citizens' rights in consumer and environmental issues and promoting good governance processes including transparency, accountability and participatory decision-making.



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