

GOVERNMENT OF INDIA
MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
DEPARTMENT OF CONSUMER AFFAIRS

RAJYA SABHA
UNSTARRED QUESTION No. 65 (OIH)
TO BE ANSWERED ON 02.02.2024

CONSUMERS AWARENESS

65. SHRI ADITYA PRASAD
(OIH)

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) whether Government has formulated any scheme at the pan India level to make consumers aware of their rights;
- (b) if so, the details thereof; and
- (c) the total number of complaints on which action has been taken by Government, out of the total number of complaints received, particularly in Jharkhand?

ANSWER

THE MINISTER OF STATE, CONSUMER AFFAIRS,
FOOD AND PUBLIC DISTRIBUTION
(SHRI ASHWINI KUMAR CHOUBEY)

(a) & (b) : Department of Consumer Affairs is implementing a scheme titled “Consumer Awareness” and has generated consumer awareness under the aegis of “Jago Grahak Jago” campaign through various media including electronic, outdoor and social media. The Department participates in prominent fairs/festivals/events where a large number of people congregate. The Department also provides grant-in-aid to various States/UTs for generating awareness at local level. Publicity materials produced at department are shared with States/UTs/VCOs for amplifying the reach of the consumer awareness messages.

The consumer awareness campaign is implemented through Central Bureau of Outreach & Communication, Doordarshan (DD), All India Radio (AIR), National Film Development Corporation (NFDC) and various other organizations. Joint campaigns in collaboration with other Departments / organizations are also organized. To enhance outreach of consumer awareness, social media platforms are also being utilized.

During 2022-23, the Department launched “Jagriti”, a mascot for generating awareness on consumer rights and empowering consumers. Jagriti is projected as an empowered young consumer.

(c) : The details of total number of complaints received during the last two years on the National Consumer Helpline (NCH) for the country and particularly Jharkhand State are as under:

Year	India	Jharkhand
2022-23	10,05,985	18,159
2021-22	7,44,625	12,886

All the grievances received on National Consumer Helpline (NCH) during the last two years have been disposed of.
