

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

**RAJYA SABHA**  
**UNSTARRED QUESTION No. 205**  
TO BE ANSWERED ON 04.02.2025

**PROMOTION AND PROTECTION OF CONSUMER WELFARE**

205. SHRI DHANANJAY BHIMRAO MAHADIK:  
SMT. KIRAN CHOUDHRY:  
SMT. REKHA SHARMA:  
DR. SUMER SINGH SOLANKI:  
SHRI MADAN RATHORE:

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

- (a) the activities undertaken by the Ministry to promote and protect the welfare of consumers;
- (b) whether the Ministry has undertaken any initiative for capacity building of the members of the State and District Commissions; and
- (c) if so, the details thereof?

**ANSWER**

THE MINISTER OF STATE, CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
(SHRI B.L VERMA)

- (a) : The Government has taken following steps to promote and protect the welfare of consumers:
- i. In pursuance with the extant Consumer Welfare Fund Guidelines, the Central Government has been allocating funds from Consumer Welfare Fund (CWF) to various institutions/universities for conducting capacity building programmes (President/Members in the State/District Consumer Commissions), establishing Consumer Law Chairs, Organizing Moot Court Competitions, conducting research projects etc. The Central Government is also establishing a Consumer Welfare (Corpus) Fund at the State/UTs with Central and State/UTs share as one time grant on 75:25 basis (90:10 in the case of Special Category States/ UTs). The maximum limit of the Consumer Welfare (Corpus) Fund at present is Rs. 20 Crore. The State/UTs Government to become eligible to receive the grant from CWF have to deposit their share in a non-plan, non-lapsable public account. The interest generated out of the Corpus Fund is used by the State/UTs for Consumer welfare activities.
  - ii. The Government has undertaken country-wide multimedia awareness campaigns under the aegis of "Jago Grahak Jago" to reach out to every consumer across the country by utilizing traditional media like All India Radio, Doordarshan, fairs & festivals, etc. as well as social media. Using simple messages and jingles, the unfair trade practices, consumer issues and the mechanism to seek redressal is spread. The Department had also launched "Jagruti", a mascot for empowering consumers and making them aware of their rights. The mascot aims to strengthen consumer awareness campaign and reinforce a young empowered and informed consumer.

iii. To safeguard the interest of consumers and for reducing compliance burden thereby facilitating ease of doing business, vide amendments in the Legal Metrology (Packaged Commodities) Rules, 2011, effective from 01.01.2024, the declaration of unit sale price and month & year of manufacture has been made mandatory on all pre-packaged commodities in the interest of consumers. The e-commerce websites are now mandated to make few declarations for loose commodities ordered through e-commerce in the interest of consumers like MRP, net quantity etc.

iv. A Consumer Commission online application portal named “edaakhil.nic.in ”has been developed to facilitate the consumers/advocates to file consumer complaints online through the e-Daakhil portal. E-daakhil has been upgraded to e-Jagruti to unify all the existing applications running under Confonet scheme.

Under the provisions of the Consumer Protection Act, 2019, a Central Consumer Protection Authority (CCPA) has been established w.e.f 24.07.2020 to regulate matters relating to violation of rights of consumers, unfair trade practices and false or misleading advertisements which are prejudicial to the interests of public and consumers and to promote, protect and enforce the rights of consumers as a class.

v. The National Consumer Helpline (NCH) has been made accessible to the public as a single point of access to consumers across the country for grievance redressal at pre-litigation stage. Consumers can register their grievances from all over the country in 17 languages through a toll-free number 1915. These grievances can be registered on Integrated Grievance Redressal Mechanism (INGRAM), an omni channel IT enabled central portal, through various channels- Whats App, SMS, mail, NCH app, web portal, Umang app as per their convenience.

v. The Bureau of Indian Standards (BIS) has developed ‘BIS Care app’, a one stop digital solution for gathering information on Standards and Certified Products & Services, and Grievance Redressal. BIS Care app is available on both Android and iOS platform, in 12 different languages, and has been downloaded by more than 80 lakh consumers. BIS Care app is extensively promoted in the awareness programmes organized by BIS as a tool for consumer education and protection.

In addition, Regional and Branch Offices of BIS spread having pan India presence celebrate important occasions like BIS Foundation Day, World Standards Day and National Consumer Rights Day through innovative activities like Quality Connect Campaign, Quality March, Quiz competitions, Bike Rally, Manak Carnival etc. Activities such as Nukkad Nataks (street plays), stand-up comedy, comic books and magic shows are employed to create entertaining yet informative awareness around quality and standards. In the year 2024-25 BIS has so far organized 230 programmes to promote awareness on Standards and Quality among consumers.

vi. The Department of Consumer Affairs monitors the daily retail and wholesale prices of selected essential food commodities through 555 price monitoring centers. The daily report of prices and indicative price trends are duly analyzed for taking appropriate decisions such as release of stocks from the buffer, stock disclosure by stockholding entities, imposition of stock limits, changes in trade policy instruments like rationalization of import duty, changes in import quota, restrictions on exports of the commodity etc. Prices of food commodities tend to be volatile as they are affected by several factors, such as seasonality in production, adverse weather conditions, supply chain disruptions, artificial shortages created by hoarding and black marketing, rise in international prices etc. Sometimes slight disruptions in the supply chain or crop damage due to adverse weather condition etc. lead to spike in the prices of agri-horticultural commodities. Conversely, bulk arrival and logistics problems have the potential of creating a situation of glut in the market and resultant dip in prices.

vii. The Government keeps a close watch on the production and availability of essential commodities through regular reviews by the Inter-Ministerial Committee (IMC). The Committee reviewed, on regular basis, the situation of prices and price trends of essential agri-horticulture commodities and suggests measures to enhance availability through increased domestic production and through imports.

viii. Buffer stocks of pulses and onion have been maintained for market interventions through calibrated and targeted release to moderate the prices in the market. Part of the stock of pulses from the buffer are converted to dals for retail sale to the consumers at affordable prices under the Bharat Dal brand. Similarly, atta and rice are distributed to retail consumers under Bharat brand at subsidized prices. Onion from the buffer had been released during September to December, 2024 in a calibrated and targeted manner to moderate prices in high price consuming centres at wholesale markets and through retail outlets. Onions from the buffer were distributed among retail consumers at Rs.35 per kg through stationary retail outlets and mobile vans in major consumption centres.

(b) & (c) : The funds from Consumer Welfare Fund (CWF) are being allocated for conducting Capacity Building Programmes catering to the training and capacity building needs of the President and Members of State and District Consumer Commissions of States in collaboration with various National Law Universities/Institutions across the country. A list of capacity building programees organized by this Ministry is attached as **Annexure**.

**ANNEXURE REFERRED IN REPLY TO PARTS (b) & (c) OF RAJYA SABHA UNSTARRED QUESTION NO.205 FOR 04.02.2025 REGARDING PROMOTION AND PROTECTION OF CONSUMER WELFARE.**

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Sl. No.	State/UTs	Institution/University	Activities/Project	Year
1.	Bihar	Chanakya National Law University (CNLU), Patna	Capacity Building Programmes for President of District Consumer Disputes Redressal Commission of Bihar.	2023-2024
2.	Delhi	National Law University (NLU), Delhi	Capacity Building Programmes for members of Consumer Commissions of Delhi and Haryana	2022-2023
3.	Delhi	National Law University (NLU), Delhi	Capacity Building Programmes for members of Consumer Commissions of Delhi and Haryana	2024-2025
4.	Jharkhand	National University of Study and Research in Law (NUSRL), Ranchi	Capacity Building Programmes for members of Consumer Commissions of Jharkhand	2023-2024
5.	Karnataka	National Law School of India University (NLSIU) Bengaluru	Capacity Building Programmes for members of Commissions in Kerala	2022-2023
6.	Madhya Pradesh	Dharmashastra National Law University Jabalpur	Capacity Building Programmes for members of Consumer Commissions Madhya Pradesh and Chhattisgarh	2022-2023
7.	Madhya Pradesh	Dharmashastra National Law University Jabalpur	Capacity Building Programmes for members of Consumer Commissions of Madhya Pradesh and Chhattisgarh	2023-2024
8.	Odisha	National Law University Odisha, Cuttack	Capacity Building Programmes for members of Consumer Commissions of Odisha	2023-2024
9.	Puducherry	Dr. Ambedkar Government Law College, Puducherry	Capacity Building Programmes for President and Members of State & District Consumer Commissions of Puducherry and Tamil Nadu.	2023-2024
10.	Puducherry	Dr. Ambedkar Government Law College, Puducherry	Capacity Building Programmes President and Members of State & District Consumer Commissions of Puducherry, Andhra Pradesh, Telangana, Tamil Nadu and Andaman & Nicobar.	2024-2025
11.	Punjab	Rajiv Gandhi National University of Law Patiala	Capacity Building Programmes for President and Members of State Consumer Commissions of Punjab and Himachal Pradesh	2022-2023
12.	Punjab	Rajiv Gandhi National University of Law Patiala	Capacity Building Programmes for President and Members of State Consumer Commissions of Punjab, Haryana, Himachal and Chandigarh	2024-2025
13.	Rajasthan	National Law University (NLU), Jodhpur	Capacity Building Programmes for members of Commission of Rajasthan	2023-2024