

Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs

LOK SABHA
UNSTARRED QUESTION NO. 3514
TO BE ANSWERED ON 08.08.2017

CONSUMER RIGHTS AWARENESS

3514. SHRI NISHIKANT DUBEY:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री be pleased to state:

- (a) whether the Government has taken steps to create consumer rights awareness among the people living in the rural and backward areas of the country ;
- (b) if so, the details thereof;
- (c) whether any awareness programme is being undertaken by Government for this purpose;
- (d) if so, the details thereof; and
- (e) the financial allocations made to carry out these awareness programmes, State-wise?

ANSWER

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री
(श्री सी. आर. चौधरी)

THE MINISTER OF STATE
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI C. R. CHAUDHARY)

(a) to (e) : The Government carries out a multi-media “Jago Grahak Jago” campaign on Pan-India basis covering both rural and urban areas through print, electronic and outdoor media. Grants-in-aid are also released to States/UTs for creating consumer awareness in the respective States/UTs at local level in their regional languages so as to further ensure that the campaign reaches the rural and backward areas of the country. The details of allocations made to various States/UTs from Consumer Awareness (Publicity) fund during the Financial Year 2016-17 and 2017-18 till date are at **Annexure**. This Department has also started taking part in rural Fairs/Melas where a large number of people congregate.

This apart, grant is also given from Consumer Welfare Fund (CWF) to the States/UTs for setting up of Corpus Fund for undertaking consumer welfare activities which inter-alia includes consumer awareness.

ANNEXURE

STATEMENT REFERRED IN REPLY TO PARTS (a) TO (e) OF LOK SABHA UNSTARRED QUESTION NO.3514 FOR 08.08.2017 REGARDING CONSUMER RIGHTS AWARENESS.

(Rupees in crores)

S. No.	Name of State	Amount of Grant-in-Aid sanctioned to States/UTs for Consumer Awareness during 2016-17
1.	Arunachal Pradesh	0.20
2.	Goa	0.19
3.	Himachal Pradesh	0.20
4.	Madhya Pradesh	0.50
5.	Meghalaya	0.20
6.	Nagaland	0.20
7.	Telangana	0.18
8.	West Bengal	0.50
	West Bengal (Special Project)	0.75
9.	Andaman and Nicobar Islands (UT)	0.10
10.	Lakshadweep (UT)	0.10
	Total	3.12

(Rupees in crores)

S. No.	Name of State	Amount of Grant-in-Aid sanctioned to States/UTs for Consumer Awareness during 2017-18
1	Arunachal Pradesh	0.20
2	Madhya Pradesh	0.44
3	Tamil Nadu	0.50
4	Telangana	0.20
5	West Bengal	0.50
6	Andaman & Nicobar (UT)	0.10
7	Lakshadweep (UT)	0.10
	Total	2.04
