

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

LOK SABHA
UNSTARRED QUESTION NO. 2839
TO BE ANSWERED ON 13.03.2018

AWARENESS ABOUT SCHEME

2839. SHRI ANOOP MISHRA:

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 any medium of publicity to create awareness about various schemes and programmes being implemented by the Ministry;
- (b) if so, the details thereof and the amount spent thereon during the last three years;
- (c) whether such schemes and programmes could also be publicized by Non-Governmental Organizations through public awareness campaigns; and
- (d) if so, the details and the modalities thereof along with the campaigns undertaken by such Non-Governmental Organisations, State/UT-wise including Madhya Pradesh, Delhi and Jharkhand?

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) & (b) : The Department has been conducting a countrywide multimedia “**Jago Grahak Jago**” campaign since 2005 on various issues related to consumer rights and responsibilities across diverse subjects. The consumer awareness campaign is implemented through the Directorate of Audio and Visual Publicity (DAVP), the Doordarshan Network (DD), the All India Radio (AIR) & Lok Sabha TV. Grant-in-aid is provided by the Central Government to the State/UT Governments in expanding the area of consumer awareness. During the last three years the expenditure for consumer awareness is given below:-

Rs. In crores		
S.No.	Year	Expenditure
1	2015-16	71.30
2	2016-17	58.68
3	2017-18	59.04 (approx.) till 10.03.2018

(c) : No, Madam.

(d) : Does not arise.
