

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

LOK SABHA
UNSTARRED QUESTION NO. 2968
TO BE ANSWERED ON 13.03.2018

CONSUMER AWARENESS

2968. SHRI SANJAY DHOTRE: SHRI RAHUL SHEWALE:

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 implemented any policy/strategy to educate/make aware consumers about their rights across the country particularly in rural areas, if so, the details thereof;
- (b) whether the Government has sought participation of Panchayati Raj Institutions for effective implementation of the said policy/strategy in rural areas of the country, if so, the details thereof;
- (c) whether the complaints about violation of consumer rights have increased in the country during each of the last three years and the current year, if so, the details thereof, State/UT-wise; and
- (d) the steps taken by the Government to protect the rights of the consumers particularly rural consumers?

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 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 in their regional languages so as to further ensure that the campaign reaches the rural and backward areas of the country by way of focusing on hoardings, village mandis, agricultural regulated markets/vegetables markets at prominent places in rural areas.

(c) & (d) : A statement showing the number of complaints received from the consumers, State/UT-wise in the National Consumer Helpline being run by the Department of Consumer Affairs in the last three years and the current year is at **Annexure**. The Consumer Protection Act, 1986 has been enacted to provide for better protection of the rights of the consumers, which includes the rural consumers. Under the provisions of the said Act, a three-tier quasi-judicial mechanism, called Consumer Fora, has been established at the district, State and National levels to provide simple, inexpensive and speedy justice to consumer complaints. Besides, the Department of Consumer Affairs runs a National Consumer Helpline with a toll free number 1800-11-4000 and a short code 14404, to deal with consumer grievances.

STATEMENT REFERRED IN REPLY TO PARTS (c) & (d) OF LOK SABHA UNSTARRED QUESTION NO.2968 FOR 13.03.2018 REGARDING CONSUMER AWARENESS.

State wise Calls received at National Consumer Helpline						
Sr.No.	State	May 2014 - March 2015	April 2015- March 2016	April 2016- March 2017	April 2017- January 2018	Total
1	DELHI	29409	29563	42217	48525	149714
2	UTTAR PRADESH	22575	25388	42147	52047	142157
3	MAHARASHTRA	14961	21696	39477	53334	129468
4	WEST BENGAL	7930	12096	19751	26047	65824
5	RAJASTHAN	8627	9945	19547	24806	62925
6	HARYANA	9953	10623	17641	21167	59384
7	MADHYA PRADESH	5632	7617	18410	22073	53732
8	GUJARAT	6104	8876	16888	20983	52851
9	KARNATAKA	5702	8667	15701	22685	52755
10	BIHAR	7398	7913	13142	15883	44336
11	PUNJAB	3951	4178	7262	9398	24789
12	TAMIL NADU	2893	4277	7617	9885	24672
13	TELANGANA	495	1582	5805	10555	18437
14	JHARKHAND	2198	2805	4796	5760	15559
15	ANDHRA PRADESH	2431	3400	3819	4787	14437
16	ODISHA	1688	2530	4195	5568	13981
17	CHHATTISGARH	1553	2132	4169	4915	12769
18	UTTRAKHAND	1572	1933	3463	4036	11004
19	KERALA	1039	1536	2647	3927	9149
20	ASSAM	947	1522	2661	3344	8474
21	JAMMU & KASHMIR	1112	1361	2136	2695	7304
22	HIMACHAL PRADESH	849	1128	1894	2534	6405
23	CHANDIGARH	481	563	1084	1506	3634
24	GOA	256	329	592	840	2017
25	TRIPURA	176	235	450	532	1393
26	MEGHALAYA	58	92	174	231	555
27	PUDUCHERRY	49	83	113	210	455
28	ARUNACHAL PRADESH	35	55	145	164	399
29	DADRA & NAGAR HAVELI	35	86	114	160	395
30	SIKKIM	41	71	119	162	393
31	MANIPUR	44	62	125	137	368
32	ANDAMAN NICOBAR	39	25	90	156	310
33	DAMAN & DIU	29	58	82	104	273
34	NAGALAND	44	36	69	91	240
35	MIZORAM	8	19	23	32	82
36	LAKSHDWEET	4	1	4	3	12
37	Not Identified/ Abroad	90	75	20	1	186
	Grand Total	140408	172558	298589	379283	990838