

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

**LOK SABHA**  
**UNSTARRED QUESTION NO. 458**  
**TO BE ANSWERED ON 24.07.2024**

**CONSUMERS RIGHTS**

458. SHRI S JAGATHRATCHAKAN:

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 concurs with the view that it is important for consumers to be educated about consumer rights and practice them in their daily lives;
- (b) if so, the details of the initiatives that have been taken/being taken by the Government to involve the citizens and make them aware about consumer rights and the protection of those rights; and
- (c) if not, the reasons therefor?

**ANSWER**

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री  
( श्री बी.एल. वर्मा )

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

(a) to (c) : The Department of Consumer Affairs is implementing an exclusive scheme namely “Consumer Awareness” to generate consumer awareness and empower the consumers under the aegis of “Jago Grahak Jago” campaign through various media including electronic, outdoor and social media. The Department, in 2022-23, has launched “Jagruti”, a mascot for empowering consumers and generating awareness of their rights. The Department participates in prominent fairs/festivals/events where a large number of people may congregate. The Department also provides grant-in-aid to various States/UTs for generating awareness at local level.

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