

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

**LOK SABHA  
UNSTARRED QUESTION NO.1959 (OIH)  
TO BE ANSWERED ON 11.02.2026**

**JAGO GRAHAK JAGO**

1959. SMT. ANITA NAGARSINGH CHOUHAN:  
(OIH)

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

- (a) whether the Government is aware that the awareness level regarding consumer rights, the Consumer Protection Act, 2019, fair prices, quality standards, misleading advertisements and the grievance redressal mechanism is still extremely low in rural and tribal-dominated areas of the country;
- (b) if so, the details of the programmes/campaigns (such as "Jago Grahak Jago", the National Consumer Helpline, digital and offline outreach) that are being implemented by the Government to enhance consumer awareness in rural and tribal areas;
- (c) the details of number of awareness camps, training programmes and publicity activities organised by the Government under these programmes during the last three years, State-wise; and
- (d) whether the Government proposes to launch special campaigns in remote and tribal areas to provide awareness material in local languages and if so, the details thereof?

**ANSWER**

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

(a) to (d) : Department of Consumer Affairs has been generating country-wide multimedia consumer awareness campaign under the aegis of "Jago Grahak Jago" through various media including electronic, outdoor and social media. Consumers are made aware of consumer rights, the Consumer Protection Act, 2019, fair prices, quality standards, misleading advertisements, National Consumer Helpline (NCH) and the grievance redressal mechanism and various other consumer related issues. The Department participates in prominent fairs/festivals/events where a large number of people may congregate. The Department also releases grant-in-aid to various States/UTs for generating awareness at local level. This ensures that consumer awareness reaches consumers, especially in rural, tribal and remote regions. The Department in 2022-23 has launched "Jagriti", a mascot for empowering consumers and generating awareness of their rights. Jagriti is projected as an empowered young consumer.

To generate consumer awareness among the population in SC and ST dominant areas, campaign like YouTube Ads, All India Radio broadcasts, Interactive Voice Response System (IVRS) calls, SMS alerts were carried out.

The Department has been running awareness campaigns through various media in regional languages like SMS campaigns. The Department has published comic books on consumer awareness related issues in English, Hindi and regional languages for distribution in EMRS schools and Kendriya Vidyalayas. The books have also been uploaded on Rashtriya e-Pustakalaya.

With the objective of strengthening consumer awareness at the village and Gram Panchayat level, the Department has also conducted a series of virtual capacity-building sessions for Gram Panchayats in States/UTs.

Additionally, Bureau of Indian Standards (BIS) organizes consumer awareness programmes on a regular basis through the network of BIS Regional Offices and Branch offices. These programmes includes Awareness Programme on Standards under Compulsory Certification, Hallmarking, Gram Panchayat Sensitization programmes etc.

To create awareness and promote compliance with Indian standards at the grassroots level, Bureau of Indian Standards (BIS) has undertaken a comprehensive initiative to sensitize Gram Panchayat Presidents and Secretaries across the country through sensitization programmes. This initiative educates Gram Panchayat Presidents and Secretaries across the country about standards, the BIS Care App and important quality issues in government procurement. In these programmes information was imparted in local language and special booklets containing information of relevant Indian standards were also distributed. These booklets are also available on BIS website.

To ensure that the BIS comic literature reaches a larger number of students, an MoU has been signed with National Book Trust India (NBT) to make these books available on the Rashtriya e-Pustakalaya platform of the Ministry of Education, GoI in regional languages.

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