

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

**LOK SABHA  
UNSTARRED QUESTION NO. 778 (OIH)  
TO BE ANSWERED ON 04.02.2026**

**CONSUMER AWARENESS**

778. SHRI KANWAR SINGH TANWAR:

**(OIH)**

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

- (a) whether the Government is considering further to enhance consumer awareness in Amroha district, Uttar Pradesh including awareness regarding quality standards, correct weights and measures and grievance redressal mechanisms, covering the consumers in the areas of Amroha, Hasanpur, Dhanaura, Joya, Naugawan Sadat and Gajrola;
- (b) if so, the details of the efforts made under consumer awareness programmes, weights and enforcement drives, grievance measures redressal mechanisms and public utility measures in the said districts; and
- (c) if not, the reasons therefor?

**ANSWER**

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

(a) : 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. 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. 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. 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 including Uttar Pradesh.

Additionally, Bureau of Indian Standards(BIS), an autonomous body under the Department is conducting various programmes to enhance the awareness especially about quality standards among consumers in various areas of Amroha District, Uttar Pradesh. The details are as follows:

- Gram Panchayat Sensitization Programme at Joya Block
- Gram Panchayat Sensitization Programme at Amroha Block
- Gram Panchayat Sensitization Programme at Dhanaura Block
- Gram Panchayat Sensitization Programme at Gajraula Block
- Gram Panchayat Sensitization Programme at Hassanpur Block

- Gram Panchayat Sensitization Programme at Gangeshweri Block
- Jewellers Awareness Program at Amroha
- "Mahila Sabha" Program at Makhdumpur Village, Amroha Block in connection with Women's Day celebrations
- Gram Chaupal Sensitization Program at Gajraula Block in connection with BIS celebrations on World Standards day.
- Standards Club Programmes at 58 schools in various areas of Amroha Districts in order to Raise awareness about Quality Standards and activities of BIS among school children.

(b) & (c) : The National Consumer Helpline (NCH) administered by the Department has emerged as a single point of access to consumers across the country for their grievance redressal at a pre-litigation stage. Consumers can register their grievances from all over the country in 17 languages including Hindi, English, Kashmiri, Punjabi, Nepali, Gujarati, Marathi, Kannada, Telugu, Tamil, Malayalam, Maithili, Santhali, Bengali, Odia, Assamese and Manipuri through a toll-free number 1915. These grievances can be registered on Integrated Grievance Redressal Mechanism (INGRAM), an omni-channel IT enabled central portal, through various channels- WhatsApp (8800001915), SMS (8800001915), email (nch-ca@gov.in), the NCH app, the web portal (consumerhelpline.gov.in) and the Umang app, as per their convenience. 1,185 companies, who have voluntarily partnered with NCH as part of the 'Convergence' programme directly respond to these grievances according to their redressal process and revert by providing a feedback to the complainant on the portal.

The details of enforcement by State Government of Uttar Pradesh, under the Legal Metrology Act, 2009 and the rules made thereunder, are given below:-

S. No	Area name	Details of enforcement	No.of cases	Compounding fee (In Rs.)
1	Hasanpur	300	80	23,500
2	Dhanaura	250	65	1,75,000
3	Joya	140	49	1,26,000
4	Naugawan Sadat	134	46	45,000
5	Gajrola	175	55	2,65,000
6	Amroha	180	110	5,41,000
	Total	1179	405	13,87,000

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