

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

LOK SABHA
UNSTARRED QUESTION NO. 249
TO BE ANSWERED ON 01.12.2015

CONSUMER CAMPAIGNS

249. SHRI ANURAG SINGH THAKUR:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री be pleased to state:

- (a) whether there has been a decrease in the amount spent and number of campaigns undertaken for consumer awareness during the recent years and if so, the reasons therefor;
- (b) if not, the details of the amount spent, media and State-wise;
- (c) the number of complaints received and those resolved by the National Consumer Helpline, during the last three years, State-wise; and
- (d) the reasons for failure to resolve all the complaints?

ANSWER

उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्रालय मंत्री
(श्री राम विलास पासवान)

THE MINISTER FOR
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI RAM VILAS PASWAN)

(a) & (b) : No Madam, The expenditure incurred on consumer awareness campaign during the last 3 years as mentioned in the table below indicates an increase in the amount spent by Department of Consumer Affairs towards consumer awareness:

S. No.	Year	Expenditure (in crores)
1	2012-13	66.46
2	2013-14	68.07
3	2014-15	76.42 (Provisional)

The "Jago Grahak Jago" Consumer Awareness Campaign has been carried out on all india basis through various media like Newspapers, Magazines, All India Radio, Doordarshan, C&S Channel, Community Radio, Website, SMS, Digital Cinema, Pvt. FM Channel, Interactive Railway Enquiry Service, Bus Panel, Bus Queue Shelter, Display Board at Railway Stations/ Metro etc.

(c) : The details of number of complaints received, resolved by the National Consumer Helpline, during the last three years, State-wise at **Annexure**.

(d) : National Consumer Helpline is mandated to advise, guide and provide information to consumers via telephone, so that the consumer can follow the guidance given and take the necessary steps in getting his complaint resolved. However, for those companies who volunteer to partner with NCH under the Convergence initiative, in addition to guiding the complainant, NCH escalates the complaints to them, and they address/redress these complaints as per their own internal grievance handling system. There are 200 companies in the convergence initiative.

ANNEXURE

STATEMENT REFERRED IN REPLY TO PART (c) OF LOK SABHA UNSTARRED QUESTION NO.249 FOR 01.12.2015 REGARDING CONSUMER CAMPAIGNS.

Year	Complaints received	Closed after advice and guidance by NCH	Resolved by companies	
Apr 2012-March 2013	62427	44749	17678	
Apr 2013- March 2014	58472	38122	20350	
May 2014 - April 2015	92770	67369	25401	
State wise Complaints received at National Consumer Helpline				
S. No.	State	April 2012-March 2013	April 2013-March 2014	May 2014-April 2015
1	Delhi	16147	13613	19553
2	Uttar Pradesh	9526	8872	13367
3	Maharashtra	7688	7246	11292
4	Haryana	5152	4358	6265
5	Rajasthan	4348	3759	5405
6	West Bengal	2487	2918	5273
7	Bihar	2418	2305	3709
8	Gujarat	3086	2637	4346
9	Madhya Pradesh	2340	2106	3590
10	Karnataka	1311	1956	4971
11	Punjab	1844	1804	2497
12	Tamilnadu	589	948	2215
13	Andhra Pradesh	839	1201	2077
14	Jharkhand	877	889	1266
15	Odisha	870	720	1037
16	Uttarakhand	730	625	957
17	Chhattisgarh	447	511	947
18	Jammu & Kashmir	359	410	678
19	Assam	241	332	625
20	Himachal Pradesh	452	396	493
21	Kerala	259	300	835
22	Chandigarh	148	230	369
23	Telangana	-	-	402
24	Goa	115	109	192
25	Tripura	42	43	105
26	Meghalaya	18	34	36
27	Puducherry	12	18	47
28	Manipur	7	14	31
29	Nagaland	5	10	26
30	Arunachal Pradesh	2	11	18
31	Dadra & Nagar Haveli	20	28	24
32	Andaman Nicobar	10	17	29
33	Sikkim	12	10	24
34	Daman & Diu	17	14	15
35	Mizoram	3	6	7
36	Lakshdweep	1	0	3
37	Not Identified/ Abroad	5	22	44
Grand Total		62427	58472	92770