

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

LOK SABHA
UNSTARRED QUESTION NO. 1753
TO BE ANSWERED ON 08.03.2016

CONSUMER AWARENESS PROGRAMMES

1753. SHRI JOSE K. MANI:
SHRI R. PARTHIPAN:

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

- (a) the details of the Consumer Awareness Campaigns underway in the country along with the funds allocated, utilised and projects undertaken during the last three years and the current year;
- (b) whether the Consumer Awareness Campaign 'Jago Grahak Jago' and the Consumer Protection Act have achieved their objectives, if so, the details thereof and if not, the reasons therefor;
- (c) whether the Government provides and assistance for undertaking educational programmes for consumer awareness; and
- (d) if so, the details thereof indicating the funds allocated and utilised and the projects undertaken during the said period, State/Consumer Group-wise?

ANSWER

मिन्टर क अफेयर्स, फूड अंड पब्लिक डिस्ट्रिब्यूशन के विभाग के जगह पर ज.क. का कहना है:

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

(a) & (b) : The Government carries out multi- media campaigns for consumer awareness resulting in the slogan 'Jago Grahak Jago' becoming a household name. The "Jago Grahak Jago" Consumer Awareness Campaign has been carried out on all India basis through electronic/print media and outdoor publicity. The consumers have become aware of their rights and are approaching Consumer Fora for redressal of their disputes. As on 31.01.2016, 44, 73,587 number of cases have been filed in Consumer For a since their inception. A study which was carried out on the consumer awareness campaign in 14 States and 1 Union Territory covering 60 districts revealed that 90.9% of the sample respondents (both urban and rural) are aware of the campaign. The details of funds allocated and utilized during the last three years and the current year:-

Rs. in crores

S. No.	Year	Fund Allocated	Fund Utilized
1	2012-13	69.08	66.46
2	2013-14	71.00	68.08
3	2014-15	76.47	71.50
4	2015-16	80.00	70.64 (approx.) till date)

(c) & (d) : The Government also releases Grant-in-aid to States and Union Territories to carry out consumer awareness campaigns in regional medium. The details of expenditure incurred on various medium including grants-in-aid to State Governments/UT Administrations during the last three years and the current year are at **Annexure**.

ANNEXURE**STATEMENT REFERRED TO IN REPLY TO PARTS (c) & (d) OF LOK SABHA UNSTARRED QUESTION NO. 1753 FOR 8/03/2016 REGARDING CONSUMER AWARENESS PROGRAMMES.**

S.No.	Name of State	Year	Amount in Rs.	
			Fund Allocated	Fund Utilized
1	Chhattisgarh	2012-13	3000000.00	Nil
		2013-14	3000000.00	1279000.00
		2014-15	Nil	Nil
		2015-16	Nil	Nil
2	Goa	2012-13	400000.00	400000.00
		2013-14	Nil	Nil
		2014-15	500000.00	141000.00
		2015-16	2000000.00	Nil
3	Gujarat	2012-13	5200000.00	5200000.00
		2013-14	5000000.00	5000000.00
		2014-15	5000000.00	Nil
		2015-16	5000000.00	Nil
4	Haryana	2012-13	Nil	Nil
		2013-14	2884528.00	873804.00
		2014-15	3000000.00	Nil
		2015-16	Nil	Nil
5	Himachal Pradesh	2012-13	1582000.00	1582000.00
		2013-14	2000000.00	2000000.00
		2014-15	Nil	Nil
		2015-16	2000000.00	Nil
6	Kerala	2012-13	Nil	Nil
		2013-14	Nil	Nil
		2014-15	Nil	Nil
		2015-16	2552516.00	Nil
7	Madhya Pradesh	2012-13	4041292.00	4041292.00
		2013-14	5000000.00	Nil
		2014-15	Nil	Nil
		2015-16	Nil	Nil
8	Maharashtra	2012-13	Nil	Nil
		2013-14	2882000.00	Nil
		2014-15	5000000.00	Nil
		2015-16	Nil	Nil
9	Punjab	2012-13	4000000.00	Nil
		2013-14	3000000.00	Nil
		2014-15	Nil	Nil
		2015-16	Nil	Nil

10	Rajasthan	2012-13	Nil	Nil
		2013-14	Nil	Nil
		2014-15	1000000.00	Nil
		2014-15	3646559.00	Nil
		2015-16	5000000.00	Nil
11	Telangana	2014-15	2000000.00	1785295.00
		2015-16	2000000.00	Nil
12	Uttar Pradesh	2012-13	Nil	Nil
		2013-14	9125000.00	Nil
		2014-15	8500000.00	Nil
		2015-16	Nil	Nil
13	West Bengal	2012-13	3800000.00	3800000.00
		2013-14	4759254.00	4759254.00
		2014-15	4759254.00	4759254.00
		2015-16	5000000.00	5000000.00
		2015-16	1500000.00	Nil
14	Arunachal Pradesh	2012-13	3200000.00	3200000.00
		2013-14	2000000.00	Nil
		2014-15	Nil	Nil
		2015-16	Nil	Nil
15	Assam	2012-13	Nil	Nil
		2013-14	2993182.00	Nil
		2014-15	2993182.00	Nil
		2015-16	Nil	Nil
16	Meghalaya	2012-13	Nil	Nil
		2013-14	Nil	Nil
		2014-15	Nil	Nil
		2015-16	2000000.00	Nil
17	Mizoram	2012-13	Nil	Nil
		2013-14	Nil	Nil
		2014-15	2000000.00	Nil
		2015-16	2000000.00	Nil
18	Nagaland	2012-13	2200000.00	2200000.00
		2013-14	2000000.00	2000000.00
		2014-15	2000000.00	Nil
		2015-16	2000000.00	Nil
19	Tripura	2012-13	1000000.00	1000000.00
		2013-14	2000000.00	2000000.00
		2014-15	2000000.00	Nil
		2015-16	2000000.00	Nil

20	Sikkim	2012-13	Nil	Nil
		2013-14	Nil	Nil
		2014-15	2000000.00	Nil
		2015-16	2000000.00	Nil
21	Delhi (UT)	2012-13	Nil	Nil
		2013-14	Nil	Nil
		2014-15	2170031.00	Nil
		2015-16	Nil	Nil
22	Puducherry (UT)	2012-13	800000.00	800000.00
		2013-14	875000.00	875000.00
		2014-15	Nil	Nil
		2015-16	2000000.00	Nil
