

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

**LOK SABHA
UNSTARRED QUESTION NO. 2682
TO BE ANSWERED ON 10.05.2016**

PUBLICITY OF SCHEMES

2682 SHRI MANSHANKAR NINAMA :
(OIH)

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

- whether the Government has any medium of publicity to create awareness about various schemes and programmes being implemented by the Ministry;
- if so, the details thereof and the amount spent thereon during the last three years;
- whether such schemes and programmes could also be publicized by Non-Government Organizations through public awareness campaigns; and
- if so, the details and the modalities thereof along with the campaigns undertaken by such Non-Governmental Organisations, State-wise including Rajasthan?

ANSWER

मिन्टर कनसुमर अफेयर्स, फूड अण्ड पब्लिक डिस्ट्रिबुशन से प्रश्न के उत्तर में यह बताया जा रहा है कि:

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

(a) & (b): The Government carries out multi- media 'Jago Grahak Jago' campaign for consumer awareness on all India basis through electronic/print media and outdoor publicity. The amount spent on consumer awareness during the last three years is as under:-

Rs. in crores

S. No.	Year	Expenditure
1	2013-14	68.08
2	2014-15	71.50
3	2015-16	80.00 (Provisional)

(c) & (d): Funds are allotted to Non-Government organizations under the Consumer Welfare Fund Scheme for consumer protection, welfare and education. Details of funds given to the Non-Government organizations situated in different States/UTs including the State of Rajasthan are at **Annexure-1**. The Government also releases Grant-in-aid to all States and Union Territories including the State of Rajasthan to carry out consumer awareness campaigns in regional medium. The details of grants-in-aid released to State Governments/UT Administrations during the last three years are at **Annexure II**.

STATEMENT REFERRED IN REPLY TO PARTS (c) & (d) OF LOK SABHA UNSTARRED QUESTION NO.2682 FOR 10.05.2016 REGARDING PUBLICITY OF SCHEMES.**Financial Year 2013-14**

Sl. No.	Name of State	Name of NGOs/VCOs	Grant Released (in Rs.)
1.	Assam	M/s East Zone Sports & Games Development Association	5,00,000
2.	J&K	M/s Rural Artisans Welfare Society	5,00,000
3.	Karnataka	M/s Mega Rural Development Society	5,00,000
		M/s Raghavendra Trust for Education and Environmental Action for Needs (RTEEAN)	4,50,000
4.	Maharashtra	M/s Bahujan Hitaya Bahujan Sukhaya Bahuuddeshiya Prasarak Mandal Ruddha	5,00,000
		M/s Laxmibai Sevabhavi Gram Vikas Mandal	2,00,000
5.	Manipur	M/s Wangjing Woman and Girls Society (WWAGS)	5,00,000
6.	Nagaland	M/s Ayolta Human Resources Orangking Village	15,00,000
		M/s V.Kikhi Welfare Society	10,00,000
		M/s Association for Development of Society	500,000
		Voluntary Organisation in Interest of Consumer Education (VOICE) Society	1,00,000
		M/s Seeking Modern Application for Real Transformation, "Mewat Radio"	10,00,000
		M/s Society for advancement of villagers employment and rehabilitation of all (SAVERA)	25,00,000
7.	Uttar Pradesh	Consumer Coordination Council (CCC), CORE, Noida	10,00,000
		M/s Bundela Gramodyog Seva Sansthan	5,00,000
		Consumer Online Resource & Empowerment, (CORE)	15,00,000
8.	Uttarakhand	M/s Mounda Dhunpur Kalyan Samati	5,00,000

Financial Year 2014-15

Sl. No.	Name of State	Name of NGOs/VCOs	Grant Released (in Rs.)
1	Tamilnadu	CONCERT	40,00,000
2	Gujarat	CERC, Ahmadabad	25,00,000
		CERC, Ahmadabad	25,00,000
3	Maharashtra	Council For Fair Business Practices (CFBP), Mumbai	6,00,000
		HEALIS, Mumbai	75,00,000
4	New Delhi	VOICE	40,00,000
		Consumer Online Foundation	6,00,000
		SAVERA	25,00,000
5	Uttar Pradesh	Consumer Co-ordination Council (CCC), Noida, U.P	25,00,000
		Consumer Co-ordination Council (CCC), Noida, U.P	3,50,000
6	Uttarakhand	Mounda Dhunpur KalyanSamati, Dehradun	5,00,000

Financial Year 2015-16

S. No.	Name of State	NGOs / VCOs	Grant released (in Rs.)
1.	Bihar	SAVERA, (GSK- Patna)	26,10,000
2.	Delhi	Federation of Indian Electronic Commerce & Industry(FIECI)	2,80,000
		Advertising Standards Council of India (ASCI),	5,00,000
3.	Gujarat	CERC, (GSK- Ahmadabad)	26,10,000
		CERC, Ahmedabad	17,00,000
		CERC	20,00,000
4.	Karnataka	Raghvendra Trust	4,50,000
		M/S Karshan Technologies, (GSK- Bangalore)	26,10,000
5.	Maharashtra	Mumbai Grahak Panchayat, Mumbai	60,000
6.	Manipur	Manipur Women Coordination Council(MWCC), Imphal	5,00,000
7.	Orissa	Nari Mangal Mahila Samity	5,00,000
8.	Rajasthan	CUTS, , Rajasthan (GSK- Jaipur)	26,10,000
		CUTS, Jaipur	10,00,000
9.	Tamilnadu	CONCERT, Chennai	5,00,000
		CONCERT, Chennai	24,04,000
10.	Uttar Pradesh	Consumer Coordination Council	17,50,000
11.	West Bengal	Bhavishya, West Bengal (GSK-Kolkata)	26,10,000

STATEMENT REFERRED IN REPLY TO PARTS (c) & (d) OF LOK SABHA UNSTARRED QUESTION NO.2682 FOR 10.05.2016 REGARDING PUBLICITY OF SCHEMES.

(Amount in Rs.)			
S.No.	Name of State	Year	Fund Allocated
1	Bihar	2013-14	Nil
		2014-15	Nil
		2015-16	3000000.00
2	Chhattisgarh	2013-14	3000000.00
		2014-15	Nil
		2015-16	Nil
3	Goa	2013-14	Nil
		2014-15	500000.00
		2015-16	2000000.00
4	Gujarat	2013-14	5000000.00
		2014-15	5000000.00
		2015-16	5000000.00
5	Haryana	2013-14	2884528.00
		2014-15	3000000.00
		2015-16	Nil
6	Himachal Pradesh	2013-14	2000000.00
		2014-15	Nil
		2015-16	2000000.00
		2015-16	2000000.00
7	Kerala	2013-14	Nil
		2014-15	Nil
		2015-16	2552516.00
		2015-16	2947484
8	Madhya Pradesh	2013-14	5000000.00
		2014-15	Nil
		2015-16	Nil
9	Maharashtra	2013-14	2882000.00
		2014-15	5000000.00
		2015-16	Nil
10	Punjab	2013-14	3000000.00
		2014-15	Nil
		2015-16	Nil
11	Rajasthan	2013-14	Nil
		2014-15	1000000.00
		2014-15	3646559.00
		2015-16	5000000.00
12	Telangana	2014-15	2000000.00
		2015-16	2000000.00
13	Uttar Pradesh	2013-14	9125000.00
		2014-15	8500000.00
		2015-16	Nil
14	West Bengal	2013-14	4759254.00
		2014-15	4759254.00
		2015-16	5000000.00
		2015-16	1500000.00
15	Arunachal Pradesh	2013-14	2000000.00
		2014-15	Nil
		2015-16	Nil
		2012-13	Nil
16	Assam	2013-14	2993182.00

		2014-15	2993182.00
		2015-16	Nil
17	Meghalaya	2013-14	Nil
		2014-15	Nil
		2015-16	2000000.00
18	Mizoram	2013-14	Nil
		2014-15	2000000.00
		2015-16	2000000.00
19	Nagaland	2013-14	2000000.00
		2014-15	2000000.00
		2015-16	2000000.00
20	Tripura	2013-14	2000000.00
		2014-15	2000000.00
		2015-16	2000000.00
21	Sikkim	2013-14	Nil
		2014-15	2000000.00
		2015-16	2000000.00
		2015-16	2000000.00
22	Delhi (UT)	2013-14	Nil
		2014-15	2170031.00
		2015-16	Nil
23	Puducherry (UT)	2013-14	875000.00
		2014-15	Nil
		2015-16	2000000.00
