

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

**LOK SABHA**  
**STARRED QUESTION NO. \*224**  
**TO BE ANSWERED ON 2.08.2016**

**CONSUMER AWARENESS**

\*224. SHRI BHARAT SINGH:  
SHRI VIJAY KUMAR HANSDAK:

**(OIH)**

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

- (a) the details of consumer awareness programmes sanctioned and those pending with the Government during the last three years, State-wise;
- (b) the funds provided for the said programmes during the said period, Statewise;
- (c) whether the consumer awareness programme has achieved the desired results, especially in rural and other inaccessible areas, and if not, the reasons therefor;
- (d) whether any mechanism is available for assessing/monitoring the implementation of the said programmes; and
- (e) if so, the details thereof and the steps taken to improve the functioning of the programmes?

**ANSWER**

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

(a) to (e) : A Statement is laid on the Table of the House.

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**STATEMENT REFERRED IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO.\*224 FOR 02.08.2016 REGARDING CONSUMER AWARENESS.**

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(a) & (b) : The Government carries out a multi-media “Jago Grahak Jago” campaign on pan India basis. Under this, grants-in-aid are also released to States/UTs for creating consumer awareness in the respective States/UTs at local level in their regional languages. Details of funds released to States/UTs for consumer awareness activities during the last three years are at **Annexure-I.**

This apart, Grant is also given from Consumer Welfare Fund (CWF) to the states/UTs for setting up of Corpus Fund of Rs. 10.00 crores for undertaking Consumer Awareness/Welfare activities. The ratio of Centre: State share in the Corpus Fund is 75:25. In case of special category States/UTs, the ratio is 90:10. So far, Corpus Fund has been set up in 11 States/UTs viz. Gujarat, Andhra Pradesh, Odisha, West Bangal, Bihar, Nagaland, Karnataka, Tamil Nadu, Madhya Pradesh, Kerala and Haryana. Details of grants released to various States/UTs from CWF during the last 3 years are at **Annexure-II.**

On two proposals received from Jharkhand and Telangana, clarifications have been sought from the State Governments.

(c) to (e) : Impact assessment and monitoring is an on-going process. 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. Further, Indian Institute of Mass Communication has been tasked to carry out an impact assessment of Jago Grahak Jago campaign carried out from 2012 onwards and to suggest suitable strategies for making the campaign more effective in terms of content and outreach.

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**STATEMENT REFERRED IN REPLY TO PARTS (a) & (b) OF LOK SABHA STARRED QUESTION NO.\*224 FOR 02.08.2016 REGARDING CONSUMER AWARENESS.**

Sr. No.	States	Fund Released 2013-14	Fund Released 2014-15	Fund Released 2015-16
1	Andhra Pradesh	Nil	Nil	Nil
2	Arunachal Pradesh	2000000.00	Nil	Nil
3	Assam	2993182.00	2993182.00	Nil
4	Bihar	Nil	Nil	3000000.00
5	Chhattisgarh	3000000.00	Nil	Nil
6	Goa	Nil	500000.00	2000000.00
7	Gujarat	5000000.00	5000000.00	5000000.00
8	Haryana	2884528.00	3000000.00	Nil
9	Himachal Pradesh	2000000.00	Nil	2000000.00
	Special Project	Nil	Nil	2000000.00
10	Jammu & Kashmir	Nil	Nil	Nil
11	Jharkhand	Nil	Nil	Nil
12	Karnataka	Nil	Nil	Nil
13	Kerala	Nil	Nil	2552516.00
	Special Project	Nil	Nil	2947484.00
14	Madhya Pradesh	5000000.00	Nil	Nil
15	Maharashtra	2882000.00	5000000.00	Nil
16	Manipur	Nil	Nil	Nil
17	Meghalaya	Nil	Nil	2000000.00
18	Mizoram	Nil	2000000.00	2000000.00
19	Nagaland	2000000.00	2000000.00	2000000.00
20	Odisha	Nil	Nil	Nil
21	Punjab	3000000.00	Nil	Nil
22	Rajasthan	Nil	4646559.00	5000000.00
23	Sikkim	Nil	2000000.00	2000000.00
	Special Project	Nil	Nil	2000000.00
24	Tamil Nadu	Nil	Nil	Nil
25	Telangana	Nil	2000000.00	2000000.00
26	Tripura	2000000.00	2000000.00	2000000.00
27	Uttar Pradesh	9125000.00	8500000.00	Nil
28	Uttarakhand	Nil	Nil	Nil
29	West Bengal	4759254.00	4759254.00	5000000.00
	Special Project	Nil	Nil	1500000.00
	Union Territories	Nil		
1	Andaman and Nicobar Islands	Nil	Nil	Nil
2	Chandigarh	Nil	Nil	Nil
3	Dadar and Nagar Haveli	Nil	Nil	Nil
4	Daman and Diu	Nil	Nil	Nil
5	Lakshadweep	Nil	Nil	Nil
6	Delhi	Nil	2170031.00	Nil
7	Puducherry	875000.00	Nil	2000000.00
	<b>Total</b>	<b>47518964.00</b>	<b>46569026.00</b>	<b>47000000.00</b>

**ANNEXURE-II**

**STATEMENT REFERRED IN REPLY TO PARTS (a) & (b) OF LOK SABHA STARRED QUESTION NO.\*224 FOR 02.08.2016 REGARDING CONSUMER AWARENESS.**

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**FUNDS RELEASED TO THE STATES/UTS FOR SETTING UP A CORPUS FUND UNDER CONSUMER WELFARE FUND .**

Rs. In lakhs

Sr. No.	States	Fund Released 2013-14	Fund Released 2014-15	Fund Released 2015-16
1	Andhra Pradesh	438	212	100
2	Bihar	487	Nil	Nil
3	Gujarat	750	Nil	Nil
4	Haryana	Nil	239	486
5	Karnataka	487	Nil	Nil
6	Nagaland	Nil	238	100
7	Odisha	487	Nil	Nil
8	Tamil Nadu	650	Nil	Nil
	<b>Total</b>	<b>2374</b>	<b>477</b>	<b>1173</b>

Apart from the above 8 States funds were released to Madhya Pradesh, Kerala & West Bengal during the period prior to 2013-2014.

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