

**GOVERNMENT OF INDIA
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
LOK SABHA**

UNSTARRED QUESTION NO:889
ANSWERED ON:25.07.2003
CONSUMER RIGHTS
KAMAL NATH

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

- (a) whether the Government are aware that the people living in the rural areas of the country are aware of the consumer rights and are cheated by the various agencies;
- (b) if so, whether the Union Government have taken/propose to take any steps to create awareness among the rural population about consumer rights; and
- (c) if so, the details thereof?

Answer

MINISTER OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI SHARAD YADAV)

(a) to (c): The consumer movement has gained considerable momentum in the country due to the persistent efforts made to create consumer awareness by the Central/State Governments, NGOs, consumer organisations, media and others with the special emphasis to rural and tribal areas.

To spread consumer awareness, Government has undertaken various programmes on consumer protection through audio, video and print media in addition to the observance of the National Consumer Day on 24th December, World Consumer Rights Day on 15th March, involving all concerned, some of the important steps taken by the Department of Consumer Affairs to further strengthen consumer movement are:

- (i) Amendment of the Consumer Protection Act, 1986 made in December, 2002. Among others, the provision made to set up District Consumer Protection Council at district level is expected to strengthen consumer movement at grass root level.
- (ii) Financial assistance is extended under the Consumer Welfare Fund (CWF) to promote and protect welfare of consumers and to strengthen the consumer movement in the country. Under the Fund, a scheme namely District Consumer Information Centre (DCIC) has been launched to set up Centre in each district in a phased manner. Other schemes, i.e., Jagriti Shivar Yojana and Consumer Clubs have also been launched for spreading consumer awareness amongst the Below Poverty Line (BPL) categories of the population and the students of the schools respectively.