

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

UNSTARRED QUESTION NO:4585
ANSWERED ON:25.04.2005
CONSUMER AWARENESS PROGRAMME IN RURAL AREAS
Reddy Shri Magunta Sreenivasulu

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

- (a) whether the Government proposes to start a consumer awareness programme in rural areas; and
- (b) if so, the details thereof ?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI TASLIMUDDIN)

(a) & (b) : Through the multi media awareness campaign launched by the Department of Consumer Affairs, an effort has been made to educate the consumers living in urban as well as rural areas. There have been audio and video programmes broadcasted / telecast through All India Radio, Doordarshan, Kissan Channel etc. to disseminate consumer related information to the people living in remote and far- flung areas. The advertisements are being released in leading dailies in Hindi, English and regional languages for wider coverage. In addition, the audio / video programmes, printed literature, posters / banners on consumer related issues etc. have been made available by the Department to the State governments to get these distributed at the panchayat level for disseminating information to the rural areas.