

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

STARRED QUESTION NO:303
ANSWERED ON:13.03.2006
CONSUMER AWARENESS PROGRAMME
Chinta Mohan Dr. ;Suman Shri Ramji Lal

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

(a) whether the Government has decided to launch a programme for creating consumer awareness through the public, private partnership; and

(b) if so, the details thereof?

Answer

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

(a) and (b): A statement is laid on the table of the house.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) AND (b) OF LOK SABHA STARRED QUESTION NO. 303 FOR 13/03/2006 REGARDING CONSUMER AWARENESS PROGRAMME

(a) & (b): Yes Sir. A multi-media campaign covering electronic, audio and print media for creating consumer awareness in the country has been launched as part of the 10th Five Year Plan of the Department of Consumer Affairs. Special focus is being given for covering rural and backward areas through regional channels of Doordarshan and All India Radio as also field and outdoor publicity. A special campaign has been launched for the North-Eastern States.