

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

STARRED QUESTION NO:178
ANSWERED ON:04.12.2006
FUNDS FOR CONSUMER AWARENESS
Hussain Shri Anwar

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

- (a) the details of the funds earmarked for launching consumer awareness campaigns during the current year, region-wise; and
(b) the details of campaigns launched and the expenditure incurred thereon in different regions of the country, campaign-wise and region-wise?

Answer

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

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

STATEMENT REFERRED TO IN REPLY TO PARTS (a) & (b) OF LOK SABHA STARRED QUESTION NO. 178 FOR 04/12/2006 REGARDING FUNDS FOR CONSUMER AWARENESS

(a) : An amount of Rs. 6940 lakhs has been allocated for consumer awareness campaign during the year 2006-07 in the budget of Department of Consumer Affairs. Out of this, an amount of Rs. 6190 lakhs is earmarked for running the campaign in all the regions of the country and an amount of Rs. 750 lakhs is earmarked exclusively for North Eastern States.

(b) : Department of Consumer Affairs has launched a campaign using both electronic and print media as well as outdoor publicity through State Governments and the Song & Drama Division of the Ministry of Information & Broadcasting.

Details of campaign-wise expenditure incurred upto 30th November, 2006 are given below: -

(in lakhs)

NORTH EASTERN REGION

Electronic/Print media - Rs. 344
Outdoor publicity - Rs. 97
Rs. 441

OTHER REGIONS

Electronic media - Rs.3526
Print media - Rs. 10
Outdoor publicity - Rs. 767
Rs.4303

Total expenditure upto 30.11.2006 : -
- Rs. 4303
- Rs. 441
- Rs. 4744 lakhs