

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

UNSTARRED QUESTION NO:1822

ANSWERED ON:04.12.2006

FAILURE OF CONSUMER LAW

Mahato Shri Sunil Kumar;Yadav Shri M. Anjan Kumar

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

- (a) whether the consumer laws in the country have proved to be ineffective;
- (b) if so, the reasons therefor and the reaction of the Government thereto;
- (c) the percentage of population still unaware of the consumer laws;
- (d) the steps taken by the Government for making people aware of the consumer rights and laws; and
- (e) the success achieved therein?

**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 SHARAD PAWAR)

(a) : No Sir.

(b) : Does not arise.

(c) to (e): A sustained multi-media campaign and other consumer protection programmes undertaken by the Government have been generating mass consumer awareness in the country. The number of calls and queries received by the National Consumer Helpline and the web-based Consumer Online Resource and Empowerment Centre, supported by the Department of Consumer Affairs, are an indicator of the level of growing consumer awareness in the country. However, given the country's complex socio-economic conditions, the vastness of the size of the country and the burgeoning population belonging to different strata of the society as also the fact that every citizen is a consumer in one way or the other, it would not be possible to quantify the percentage of populations still unaware of consumer laws.