

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

UNSTARRED QUESTION NO:1753
ANSWERED ON:08.03.2016
Consumer Awareness Programmes
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Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) the details of the Consumer Awareness Campaigns underway in the country along with the funds allocated, utilised and projects undertaken during the last three years and the current year;
- (b) whether the Consumer Awareness Campaign "Jago Grahak Jago" and the Consumer Protection Act have achieved their objectives, if so, the details thereof and if not, the reasons therefor;
- (c) whether the Government provides and assistance for undertaking educational programmes for consumer awareness; and
- (d) if so, the details thereof indicating the funds allocated and utilised and the projects undertaken during the said period, State/Consumer Group-wise?

Answer

THE MINISTER OF
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI RAM VILAS PASWAN)

(a) & (b) : The Government carries out multi- media campaigns for consumer awareness resulting in the slogan 'Jago Grahak Jago' becoming a household name. The "Jago Grahak Jago" Consumer Awareness Campaign has been carried out on all India basis through electronic/print media and outdoor publicity. The consumers have become aware of their rights and are approaching Consumer Fora for redressal of their disputes. As on 31.01.2016, 44, 73,587 number of cases have been filed in Consumer For a since their inception. A study which was carried out on the consumer awareness campaign in 14 States and 1 Union Territory covering 60 districts revealed that 90.9% of the sample respondents (both urban and rural) are aware of the campaign. The details of funds allocated and utilized during the last three years and the current year:-

Rs. in crores

S.No. Year Fund Allocated Fund Utilized

1 2012-13 69.08 66.46

2 2013-14 71.00 68.08

3 2014-15 76.47 71.50

4 2015-16 80.00 70.64 (approx.) till date)

(c) & (d) : The Government also releases Grant-in-aid to States and Union Territories to carry out consumer awareness campaigns in regional medium. The details of expenditure incurred on various medium including grants-in-aid to State Governments/UT Administrations during the last three years and the current year are at Annexure.
