

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

UNSTARRED QUESTION NO:4207
ANSWERED ON:18.08.2000
CONSUMER AWARENESS PROGRAMME
BHAWANA GAWALI (PATIL)

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

- (a) whether the Government have launched Consumer Awareness Programmes on the occasion of World Consumer Day;
- (b) if so, the details thereof; and
- (c) the extent to which these programmes are likely to help the people to make aware of the consumer rights?

Answer

MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI V. SREE PRASAD)

(a) to (c): On the occasion of World Consumer Rights Day on 15th March, 2000 the Government took the following measures in order to spread consumer awareness in the country:-

- (i) An outdoor publicity campaign was undertaken through the Directorate of Audio Visual Publicity.
- (ii) All India Radio and Doordarshan were asked to broadcast and telecast programmes on Consumer protection.
- (iii) To spread consumer awareness, State Governments/UTs, Central Ministries, Trade and Industry Associations and voluntary consumer organizations were requested to observe the World Consumer Rights Day in a befitting manner.
- (iv) A seminar on consumer protection was organized at New Delhi.
- (v) Newspaper advertisement was brought out in all the leading newspapers, both in the regional and national languages, highlighting the rights of the Consumer.

Such programmes are expected to contribute significantly in building up consumer awareness in the country.