

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

UNSTARRED QUESTION NO:808
ANSWERED ON:24.11.2009
CONSUMER AWARENESS PROGRAMME
Shankar Alias Kushal Tiwari Shri Bhisma

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

- (a) whether there is a general lack of awareness among the consumers about their rights under the Consumer Protection Act, 1986;
- (b) if so, the reaction of the Government thereto;
- (c) whether the awareness campaign being run by the Government through the electronic and print media have not been successful in achieving their objective;
- (d) if so, the reasons therefor;
- (e) whether the Government proposes to take steps for strictly enforcing provisions of this Act and creating awareness among the consumers; and
- (f) if so, the details thereof?

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 (PROF. K. V. THOMAS)

- (a) No Madam, a recent survey conducted by the Department in 12 States has indicated that 59.9% respondents started taking action after knowing about the provisions of the Consumer Protection Act 1986.
- (b) In view of the reply at (a) it does not arise
- (c) No Sir. According to the recent survey conducted by the Department in 12 States to assess the impact of the Campaign it was revealed that overall 46.6% respondents have confirmed that the campaign in electronic and Print has had a positive impact.
- (d) In view of the reply at (a) it does not arise.
- (e to f) to implement Consumer Protection Act, 1986 the Department has been according high priority for effective implementation and creation of consumer awareness among the consumers in an effective manner by taken concrete steps, financial assistance is being extended to States/UTs to strengthen the infrastructure of consumer Fora required for their effective functioning and Computerization and Networking of consumer Fora is being undertaken to enable consumers to have access to information. Regular co- ordination is also maintained with States/UTs for ensuring un interrupted and effective functioning of Consumer Fora.

Department is continuously running a multi-media campaign covering electronic, outdoor and print media for creating consumer awareness in the country including redressal machinery setup under Consumer Protection Act, 1986.