

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

UNSTARRED QUESTION NO:5108
ANSWERED ON:27.04.2010
JAGO GRAHAK JAGO CAMPAIGN
Alagiri Shri S. ;Singh Rajkumari Ratna

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

- (a) whether the Government has launched a publicity campaign on consumer awareness namely `Jago Grahak Jago`;
- (b) if so, the details thereof;
- (c) the number of cases pertaining to the violation of Bureau of Indian Standards Act, 1986 regarding display of ISI mark, Maximum Retail Price of the product, expiry date and weight of the package etc. reported since the launch of the said campaign, State-wise; and
- (d) the number of persons found guilty in this regard alongwith the action taken against such persons, State-wise?

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): Yes Madam.

(b): The Government is running a national multi media publicity campaign called `Jago Grahak Jago` through which awareness is being spread about subjects of consumer interest, such as Consumer Fora, ISI Mark, Maximum Retail Price, Banking Services, Education, Travel Services.

(c) & (d): Information is being collected.