

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

UNSTARRED QUESTION NO:4451
ANSWERED ON:04.08.2009
CONSUMER PROTECTION MOVEMENT
Ramkishun Shri

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

- (a) whether the Government has assessed the performance of the consumer protection movement in the country;
- (b) if so, the outcome thereof;
- (c) if not, the reasons therefor;
- (d) whether several complaints regarding the quantity, value and quality of packaged goods have been received recently;
- (e) if so, the details thereof;
- (f) whether guidelines have been issued to the Bureau of Indian Standards (BIS) for dealing with such cases to protect the interest of the consumers; and
- (g) 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): Impact assessment was carried out of consumer awareness campaign `Jago Grahak Jago` by Indian Institute of Mass Communication in the year 2006-07. The survey was carried out in 12 States, covering 36 districts and 144 villages. The study was carried out in both urban and rural areas.

(b): More than 64.6% respondents were found to be aware of the campaign. The rural respondents expressed greater need for educating consumers about their rights than those in the urban areas. As regards the sources of awareness, TV and radio were found to be useful in both rural and urban areas; whereas newspapers were found to be more effective in urban areas. Doordarshan emerged as the channel, which was viewed by the maximum number of respondents.

The most effective campaigns were those related to Maximum Retail Price, Certification of BIS mark, such as ISI, Hallmark etc., use of proper weights and measures, checking expiry date.

(c): Does not arise in view of (b) above.

(d): Yes, Madam.

(e): 18 complaints on quantity, value and 28 complaints on quality of pre-packaged goods were received. These were forwarded to States for taking corrective action.

(f): BIS has a procedure for dealing with complaints against BIS certified products.

(g): Once the complaint is received, visits are made to licensee's premises to investigate the matter. In cases of default action is taken as per provisions of Bureau of Indian Standards Act and rules and regulations made thereunder.