

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

UNSTARRED QUESTION NO:1826

ANSWERED ON:04.12.2012

AWARENESS OF CONSUMER LAWS

Anandan Shri K.Murugeshan;Angadi Shri Suresh Chanabasappa

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

- (a) whether the consumer awareness campaigns launched by the Government have created awareness among the masses about the consumer protection laws and their rights as consumers;
- (b) if so, the details thereof and if not, the reasons therefor; and
- (c) the steps taken/proposed to be taken by the Government to spread awareness of consumer rights effectively at the grass root level?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) FOR CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (PROF. K. V. THOMAS)

(a) to (c): Yes Madam, the consumer campaigns launched by Government have created awareness among masses. The Government has carried out several consumer awareness campaigns on Doordarshan, Print Media, Outdoor Media, All India Radio and also private media channels. The most effective campaign has been our theme of `Jago Grahak Jago` which has been extremely effective as per studies conducted.

The Government proposes to intensify the consumer awareness campaign by expanding its reach to remote and rural areas. Mediums of Post Offices, Railways and outdoor publicity mediums such as Nukkad Nataks/ Street Theatres will be used. Consumer clubs in schools and colleges, the voluntary consumer organizations, and State Governments are already being assisted financially for speedy awareness of consumer rights at grassroots level.