

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

UNSTARRED QUESTION NO:3663
ANSWERED ON:19.03.2013
CONSUMER CLUBS
Tandon Annu

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

- (a) whether the Government has conducted or proposes to conduct an audit and impact evaluation study of the National Action Plan for Consumer Awareness and the redressal and enforcement of Consumer Protection Act, 1986;
- (b) if so, the details thereof;
- (c) the objectives and the functions of Consumer Clubs set up in the schools and the funds being allocated for this purpose;
- (d) whether the Government proposes to set up more Consumer Clubs in the schools; and
- (e) if so, the details thereof along with the achievements made as a result thereof?

Answer

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

(a) & (b) : Yes Madam. The Department has conducted two evaluation studies for consumer awareness and the redressal and enforcement of consumer Protection Act, 1986:

The Department through Indian Institute of Management, Lucknow conducted a study in the year 2012 to ascertain awareness level of consumers in the country. A sample of 2400 people in 6 states was selected for the study. Level of awareness in the country is under:-

Sl.No. State Awareness Index Score (Scale of 10)

1 Maharashtra 6.583

2 Delhi 5.950

3 Kerala 5.902

4 Bihar 5.53

5 Uttar Pradesh 5.465

6 North East (Assam) 4.865

The Department has also sponsored an Evaluation Study on "Impact and Effectiveness of Consumer Protection Act, 1986" which was conducted by Indian Institute of Public Administration (IIPA), New Delhi.?

The major findings include, among other things, the following points:

(i) Only 26.0% of the respondents always insist on the cash memo/bill after making a purchase. 41.9% ask for it sometimes and 32.1% never asked for purchase memo/bill.

(ii) 70.6% of the respondent are aware about the MRP and 48% know that one can bargain on MRP and get the product for a lesser value.

(iii) 70.5% of the consumer respondents know about ISI Mark, 41.3% are aware about AGMARK and 47.2% know Hallmark.

(iv) 84.9% of the respondents know that only a consumer can file a complaint in the District Forum, 51.7% says only VCOs can file and 31.3% says only government can file.

(v) Among those who had filed a complaint in the District Fora, 77.6% said that the orders were implemented effectively.

(vi) Given a choice 60% of the respondents said that they would prefer mediation rather than filling a complaint.

(vii) 86.62% of the respondents find "Jago Grahak Jago" campaign very informative

(c) : The objectives and functions for setting up Consumer Clubs are to educate children about the rights of the consumers as provided in the Consumer Protection Act,1986; to mobilise youngsters by instilling in them the spirit of protection of consumer rights; to impart knowledge about the role of the consumers in protection of their rights and to strengthen the consumer movement in the country.

(d) & (e) : Yes Madam. So far 7749 Consumer Clubs have been set up in Schools/ Colleges in 23 States/UTs. The remaining States/UTs are vigorously pursued to set up consumer clubs in their respective States/UTs.