

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

UNSTARRED QUESTION NO:5659
ANSWERED ON:30.04.2013
PRODUCT SAFETY
Sivasami Shri C.;Sugumar Shri K.

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

- (a) whether a recent study has pointed out that the number of consumers who consider the importance of product safety has gone up from 47% in 2007 to 63% now and they are willing to pay extra for safety;
- (b) if so, the details thereof and the reaction of the Government thereto;
- (c) whether it is also true that the campaign initiated by the Government in this regard has made the difference;
- (d) if so, whether the Government plans to go ahead with aggressive campaign for product safety in coming days; and
- (e) if so, the details thereof?

Answer

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

- (a) & (b): No such study has been carried out by the Ministry.
- (c) to (e): No such specific campaign has been initiated by the Ministry.