

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

UNSTARRED QUESTION NO:6443
ANSWERED ON:07.05.2013
CONSUMER WELFARE FUND
Tandon Annu

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

- (a) whether the Government proposes to enhance the corpus of the consumer welfare fund;
- (b) if so, the details thereof;
- (c) whether the Government proposes to involve national and international advertising agencies for its Jaago Grahak Jaago campaign; and
- (d) 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 madam. The Corpus Fund for Consumer Welfare granted to States/UTs for financing consumer welfare activities of local voluntary organizations has already been enhanced to Rs.100 crore. Out of this Rs.750 crore is given by the Central Government and the remaining amount is to be contributed by the State Governments, concerned.

(c)&(d): There is no proposal to involve any international advertising agency for Jaago Grahak Jaago campaign. The selected national agencies are handling the creative campaigns competently and successfully.