

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

UNSTARRED QUESTION NO:3307
ANSWERED ON:11.02.2014
FUNDS FOR CONSUMER AWARENESS
Abdulrahman Shri

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

- (a) whether the Government allocates funds for undertaking campaigns to create awareness about consumer rights;
- (b) if so, the details thereof indicating the funds allocated and utilised during each of the last three years and the current year, State-wise;
- (c) whether the consumer awareness movement has been adversely affected due to the paucity of funds despite the fact that huge amount is lying unutilised;and
- (d) if so, the details thereof and the reasons therefor?

Answer

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

(a) Yes Madam.

(b) The Government carries out awareness campaigns through various mediums of advertising and also releases grants-in-aid to States and Union Territories to carry out campaigns in regional mediums. The State-wise details of the funds allocated and utilised during the last three years and the current year is at Annexure- A.

(c) & (d) No Madam, Paucity of funds has never been a problem. Consumer Awareness activities are being undertaken by the Ministry of Consumer Affairs, Food and Public Distribution under a Plan Scheme. This scheme has given thrust to multimedia campaign on making consumers aware of their rights. The slogan 'Jago Grahak Jago' has now become a household name as a result of awareness campaign undertaken by the Government. The utilization of funds under the scheme has been quite good. During the 11th Plan Period, 92.3% of the funds allocated under the scheme were utilized.