

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

STARRED QUESTION NO:15
ANSWERED ON:21.07.2015
Consumer Awareness in Rural Areas
Girri Shri Maheish

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

- (a) whether the Government has formulated any specific strategy to educate rural consumers about various goods and services and protect consumer rights so that they can make better and informed choices and if so, the details thereof;
- (b) whether the Government is considering any proposal to involve Panchayati Raj Institutions in order to reach and guide rural consumers effectively and easily;
- (c) if so, the details thereof; and
- (d) the other steps taken by the Government to ensure that rural consumers are not exploited by unscrupulous traders?

Answer

THE MINISTER OF
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI RAM VILAS PASWAN)

(a) to (d) : A Statement is laid on the Table of the House.

STATEMENT REFERRED IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.*15 FOR 21.07.2015 REGARDING CONSUMER AWARENESS IN RURAL AREAS.

(a) to (d) : Yes Madam. The consumer awareness campaigns launched by the Government from time to time have helped create awareness among rural consumers about various goods and services and their consumer rights so that they can make better and informed choices. The Government has carried out several consumer awareness campaigns on Doordarshan, Print Media, Outdoor Media, All India Radio and also private Media Channels. The "Jago Grahak Jago" campaign has been effective.

The Panchayati Raj Institutions are not directly assisted by the Union Government. However, Government of India releases funds to State Government/Union Territories for spreading consumer awareness in regional languages. The recipient State Government/UT have freedom to utilize the funds through any agency including Panchayati Raj Institutions.
