

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

STARRED QUESTION NO:381  
ANSWERED ON:05.08.2014  
PROTECTION OF CONSUMER RIGHTS  
Kodikunnil Shri Suresh;Nayak Shri B.V.

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

- (a) whether any mechanism has been put in place to effectively protect the rights of the consumers;
- (b) if so, the details thereof and the success achieved therein;
- (c) whether the Government has taken steps to create awareness about the consumer rights and the Consumer Protection Act among the masses especially in the rural areas; and
- (d) if so, the details and the outcome thereof?

**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.381 FOR 5.08.2014 REGARDING PROTECTION OF CONSUMER RIGHTS.

(a) & (b): Yes Madam. The Consumer Protection Act provides for a three tier hierarchy of Consumer Fora for redressal of consumer grievances. At present, 621 District Fora, 35 State Commissions and at apex level National Consumer Disputes Redressal Commission (NCDRC) are functioning. Till 23rd July, 2014 a total of 41,69,564 cases have been filed and 38,01,037 cases have been disposed in all these Consumer Fora, thereby achieving a disposal rate of over 91%.

(c) & (d): Yes Madam. The Government has been running a multimedia campaign under the theme Jago Grahak Jago to create awareness about the consumer rights and the Consumer Protection Act among the masses. This campaign is carried out in electronic media, (Doordarshan, Private TV Channels, Cables), All India Radio, Newspapers etc. reaches all areas of the country including the rural areas.

An independent study of the campaign conducted in the year 2011 revealed that the consumer awareness about their rights has increased considerably and the campaign of Jago Grahak Jago has reached over 93% of the population. Another study conducted in the year 2012 by Indian Institute of Management, Lucknow also revealed higher consumer awareness, created through our multimedia campaign Jago Grahak Jago.