

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

UNSTARRED QUESTION NO:2682

ANSWERED ON:10.05.2016

Publicity of Schemes

Ninama Shri Manshankar

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

- (a) whether the Government has any medium of publicity to create awareness about various schemes and programmes being implemented by the Ministry;
- (b) if so, the details thereof and the amount spent thereon during the last three years;
- (c) whether such schemes and programmes could also be publicized by Non-Government Organizations through public awareness campaigns; and
- (d) if so, the details and the modalities thereof along with the campaigns undertaken by such Non-Governmental Organisations, State-wise including Rajasthan?

Answer

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

(a) & (b): The Government carries out multi- media 'Jago Grahak Jago' campaign for consumer awareness on all India basis through electronic/print media and outdoor publicity. The amount spent on consumer awareness during the last three years is as under:-

Rs. in crores

S. No. Year Expenditure

1 2013-14 68.08

2 2014-15 71.50

3 2015-16 80.00

(Provisional)

(c) & (d): Funds are allotted to Non-Government organizations under the Consumer Welfare Fund Scheme for consumer protection, welfare and education. Details of funds given to the Non-Government organizations situated in different States/UTs including the State of Rajasthan are at Annexure-1. The Government also releases Grant-in-aid to all States and Union Territories including the State of Rajasthan to carry out consumer awareness campaigns in regional medium. The details of grants-in-aid released to State Governments/UT Administrations during the last three years are at Annexure II.
