

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

UNSTARRED QUESTION NO:6159  
ANSWERED ON:11.04.2017  
Consumer Rights Awareness  
Dubey Shri Nishikant ;Pandey Shri Rajesh

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

- (a) whether the Government has taken steps to create consumer rights awareness among the people living in the rural and backward areas of the country;  
(b) if so, the details thereof;  
(c) whether any awareness programme is being undertaken by Government for this purpose; (d) if so, the details thereof; and  
(e) the financial allocations made to carry out these awareness programmes, State-wise?

**Answer**

THE MINISTER OF STATE  
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
(SHRI C. R. CHAUDHARY)

(a) to (e) : The Government carries out a multi-media "Jago Grahak Jago" campaign on Pan-India basis covering both rural and urban areas through print, electronic and outdoor media. Grants-in-aid are also released to States/UTs for creating consumer awareness in the respective States/UTs at local level in their regional languages so as to further ensure that the campaign reaches the rural and backward areas of the country. The details of allocations made to various States/UTs from Consumer Awareness(Publicity) fund in the Financial Year 2016-17 is at Annexure-I. This Department has also started taking part in rural Fairs/Melas where a large number of people congregate.

This apart, grant is also given from Consumer Welfare Fund (CWF) to the States/UTs for setting up of Corpus Fund of Rs.10.00 crores for undertaking Consumer Awareness/welfare activities in their respective States/UTs including the rural and backward areas. The ratio of Centre: State share in the Corpus Fund is 75:25. In case of special category States/UTs, the ratio is 90:10. So far, Corpus Fund has been set up in 13 States/UTs. The details of States/UTs wise allocation fund from Consumer Welfare Fund is at Annexure-II.

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ANNEXURE-I

STATEMENT REFERRED IN REPLY TO PARTS (a) TO (e) OF LOK SABHA UNSTARRED QUESTION NO.6159 FOR 11.04.2017 REGARDING CONSUMER RIGHTS AWARENESS.

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(Rupees in crores)

S. No. Name of State Releases made from Consumer Awareness(Publicity) fund during 2016-17

1. Arunachal Pradesh 0.20
  2. Goa 0.19
  3. Himachal Pradesh 0.20
  4. Madhya Pradesh 0.50
  5. Meghalaya 0.20
  6. Nagaland 0.20
  7. Telangana 0.18
  8. West Bengal 0.50
  - West Bengal (Special Project) 0.75
  9. Andaman and Nicobar Islands (UT) 0.10
  10. Lakshadweep (UT) 0.10
- Total 3.12

ANNEXURE-II

STATEMENT REFERRED IN REPLY TO PARTS (a) TO (e) OF LOK SABHA UNSTARRED QUESTION NO.6159 FOR 11.04.2017

REGARDING CONSUMER RIGHTS AWARENESS.

----- (Rupees in crores)

S.No. Name of States Releases made so far from Consumer Welfare Fund for setting up Corpus Fund by States/UTs

1. Gujarat 7.50
  2. Andhra Pradesh 7.50
  3. Orissa 7.50
  4. West Bengal 7.50
  5. Bihar 7.50
  6. Nagaland 8.40
  7. Karnataka 7.50
  8. Tamil Nadu 7.50
  9. Madhya Pradesh 7.50
  10. Kerala 7.50
  11. Haryana 7.50
  12. Jharkhand 4.00
  13. Telangana 2.71
- Total 90.11

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