

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

UNSTARRED QUESTION NO:3514
ANSWERED ON:08.08.2017
Consumer Rights Awareness
Dubey Shri Nishikant

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 during the Financial Year 2016-17 and 2017-18 till date are at Annexure. 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 for undertaking consumer welfare activities which inter-alia includes consumer awareness.
