

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

UNSTARRED QUESTION NO:1472

ANSWERED ON:02.12.2014

CONSUMER AWARENESS

Antony Shri Anto ;Jena Shri Rabindra Kumar;Thakur Shri Anurag Singh

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

(a) the steps taken by the Government to create consumer awareness in the country indicating the number of advertisements issued for the purpose and the expenditure incurred thereon during each of the last three years and the current year;

(b) whether requests/proposals have been received from the States seeking assistance to support the movement and strengthen infrastructure of the consumer fora in the States, if so, the details thereof and the response of the Government thereto; and

(c) whether the Government proposes to launch a consumer awareness campaign regarding Genetically Modified (GM) products in the country, if so, the details thereof and if not, the reasons therefor?

**Answer**

THE MINISTER OF STATE FOR CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI RAOSAHEB PATIL DANVE)

(a): The Government carries out consumer awareness campaign through the multimedia `Jago Grahak Jago` campaign. The slogan ? Jago Grahak Jago? has now become a household name as a result of sustained awareness campaign undertaken by the Government. Funds are also released as Grant-in-aid to States & Union Territories to carry out consumer awareness campaigns in regional medium. The number of Advertisement released in various medium vis-a-vis expenditure incurred thereon including the grant-in aid released to the States/Union Territories during the last three years and the current year is given below:

Sl. No.	Year	Number of Advertisement released in various medium	Expenditure incurred including Letter of Authorisation issued
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1.	2011-12	1,65,000	85.65
2.	2012-13	1,91,000	66.46
3.	2013-14	1,78,500	70.75
4.	2014-15	62,000	63.14

(Till date)

(b): The Government of India extends central Financial Assistance to State Governments/ UT Administrations for creating infrastructure for the Consumer Fora under the scheme of Strengthening of Consumer Fora subject to availability of funds, liquidation of pending of utilization certificates and submission of Detailed Project report complete in all respect. Under this scheme, during the current financial year, so far an amount of Rs.5.08 crore has been sanctioned to the Govt. of West Bengal.

(c): There is no proposal to launch consumer awareness programme regarding the Genetically Modified (GM) products in the country.