

(c) No funds have been allocated or spent to establish a Khadi Research Centre in Ahmedabad.

#### **Awareness of Consumer Rights**

\*632. SHRI JESUDASU SEELAM: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) the details of the reasons why farmers are not aware of their consumer rights;
- (b) whether Government has conducted an assessment in this regard;
- (c) if so, the details thereof;
- (d) if not, the reasons therefor; and
- (e) the steps Government proposes to take to increase the awareness of consumer rights among farmers and those who are exploited?

THE MINISTER OF STATE OF THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (PROF. K.V. THOMAS): (a) The farmers in India are gradually becoming aware about their rights including consumer rights. Department of Consumer Affairs undertakes multimedia awareness campaign on consumer rights through various mediums such as TV, Radio, Newspapers, Outdoor mediums etc. Special focus is given to rural consumers which includes farmers.

(b) and (c) Yes Sir. The Department has conducted assessment of impact of its awareness campaigns. Result indicates that 59.9% respondents have started exercising the Consumer Rights through various means.

(d) Does not arise.

(e) To increase the awareness level of consumers, the department has planned to spend Rs. 665 crore during the 12th Five Year plan on various modes of awareness campaigns. Special focus on farmers has been included.

#### **Quality of Cereals of PDS**

\*633. SHRIMATI GUNDU SUDHARANI: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) whether 68 per cent of the calorific needs and 67 per cent of protein needs of the rural population are met through cereals supplied through Public Distribution System (PDS);