

- (3) Various programmes like setting up of consumer courts, mediation center and Consumer Helpline in both Center and States have been undertaken.
- (4) With the objective of providing financial assistance to promote and protect the welfare of consumer, create consumer awareness and strengthen consumer movement in the country particularly in rural areas Consumer Welfare Fund has been created. Substantial grant have been released to State Governments/UTs, NGOs and academic institutes for creating consumer awareness.
- (5) The Department carries out awareness campaigns on various consumer issues through print, electronic and outdoor mediums.

(b) to (e) Presently the consumer awareness campaigns are carried out on Doordarshan and private TV channels empanelled with DAVP on payment basis. No consultations have been made with the Ministry of Information and Broadcasting and private channels regarding making it mandatory for all TV channels to run slogan 'Jago Grahak Jago' for consumer awareness during prime time. Any such mandatory condition may not be legally sustainable.

Allocation of BPL rice to Odisha

3594. SHRI RABINARAYAN MOHAPATRA: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state whether Government is considering the proposal of Odisha to enhance allocation of BPL rice from 27.76 lakh families to 42.32 lakh families, in view of the fact that, the 2011 Census has shown an increase in the number of families to 97 lakh from 86 lakh in 2001 Census?

THE MINISTER OF STATE OF THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (PROF. K. V. THOMAS): There is no such proposal under consideration.

Prices of rice and wheat

3595. DR BHALCHANDRA MUNGEKAR: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state: