or FCI, whichever is lower is paid, an exception in this regard for Odisha cannot be made. The Regional Office of FCI in Odisha has fixed its rate of transportation based on the tenders processed through a committee consisting of representatives of State Government and Odisha State Civil Supply Corporation, and, therefore, FCI has not found it feasible to revise these rates as requested by the State Government.

Fraudulent marketing strategy of automobile companies

2266. SHRI SANJAY RAUT: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to states:

(a)   whether it is a fact that many automobile companies are overstating vehicle fuel-economy and lie about mileage of their manufactured four wheelers or motorcycles;

(b)   if so, Government's observations on such fraudulent marketing strategy of automobile companies; and

(c)   whether Government is seriously considering to take action against such companies by applying huge fine thereon in the interest of consumers, if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI RAOSAHEB DADARAO DANVE): (a) to (c) Instances of misleading advertisements and exaggerated claims made by automobile companies do come to the notice of the Government from time to time. Action is taken as per the provisions of Consumer Protection Act and other related legislations. The Advertising Standard Council of India also monitors such misleading advertisements and marketing strategy. It exerts moral persuasion over its members to refrain from such strategy/withdraw such misleading advertisements.

Consumer awareness programme

2267. SHRI AMBETH RAJAN: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a)   whether Government undertook any study to assess the impact of its 'Jago Grahak Jago' campaign;

(b)   if so, the details thereof; and

(c)   whether Government contemplates to bring out any other effective consumer awareness programme in near future, if so, the details thereof, and if not, the reasons therefor?