

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?

THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI RAOSAHEB DADARAO DANVE): (a) and (b) Yes Sir, the Government undertakes study from time to time to assess the impact of “Jago Grahak Jago” campaign. The latest study report by Ms/ Datamation Consultant Pvt. Ltd revealed that though the campaign is yet to reach cent per cent awareness level, however, about 90.9% of the sample respondents were aware about the “Jago Grahak Jago” campaign.

(c) To augment the campaign, the Government has decided to use new and innovative media for advertisements e.g. Digital Cinema, Community Radio, Mobile services, etc.

#### **Food processing industries in Odisha**

2268. SHRI PYARIMOHAN MOHAPATRA: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) the details of proposals received from the Government of Odisha for food processing industries over the last five years;

(b) the number of such projects which have been approved and or assisted by the Central Government; and

(c) the names of projects which have been operationalized in the State?

THE MINISTER OF STATE IN THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SADHVI NIRANJAN JYOTI): (a) to (c) Odisha Industrial Infrastructure Development Corporation (IDCO), Odisha has submitted a proposal for setting up a Mega Food Park Project in District Khurda at a cost of ₹116.00 crore on 200 acre of land. The project proposal is under appraisal in the Ministry along-with other proposals from various States.

#### **Mega Food Parks in Maharashtra**

2269. SHRI RAJKUMAR DHOOT: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether Mega Food Parks (MFPs) have been set up in Maharashtra under Central Scheme, if so, the details thereof;

(b) whether more MFPs are proposed to be set up in the State in near future; and

(c) if so, the details thereof and if not, the reasons therefor?