

(c) whether there is any proposal to launch 24x7 Call Centres/Help Desks for consumers to seek any kind of information about the availability of stock or to make any complaint against any PDS functionary regarding their services or otherwise; and

(d) if not, how does the Ministry propose to provide information to the consumers about its departments for their benefit?

THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI C. R. CHAUDHARY): (a) to (d) Department of Food and Public Distribution is implementing a Plan Scheme on 'End-to-end Computerization of TPDS Operations' during Twelfth Five Year Plan (2012-17). Under this scheme, financial and technical assistance is being provided to States/UTs by this department for digitization of ration cards/beneficiaries and other data bases, online allocation, computerization of supply chain management, setting up of transparency portals and grievance redressal mechanisms. Under this scheme NIC is a technical partner for the development and maintenance of PDS related common application software, etc. .

Distribution of foodgrains is responsibility of the State. All States/UTs have completed digitization of ration cards. Presently 25 States/UTs have implemented Online Allocation module. Under Supply Chain Management, States have to display stock position at Godowns, movement of foodgrains, etc. on State PDS portal. 15 States/UTs have already completed Supply Chain Automation.

Under this scheme, Toll Free Helpline Number and Online Grievance Redressal System has been implemented by 32 and 35 States/UTs respectively.

Digitization of ration cards

614. SHRI NARENDRA KUMAR SWAIN: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether digitization of ration cards has been completed by all States in the country, if so, the details thereof;

(b) whether some States are unable to meet the deadline set by the Centre, if so, the details of those States; and

(c) whether Government has any plan to give more time to those States to complete the digitization drive of ration cards?

THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI C. R. CHAUDHARY): (a) During the Twelfth Five Year Plan (2012-17), Government has approved a plan scheme on

'end-to-end Computerization of TPDS Operations' under which 100% digitization of ration cards under NFSA has been completed by all 36 States/UTs.

(b) and (c) The question does not arise.

Misleading advertisements

†615. SHRI HARIVANSH: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether it is a fact that the Advertising Standards Council of India has received complaints against one thousand advertisers;

(b) the kind of complaints received against advertisers and the segments for which maximum complaints were received; and

(c) whether companies provided any kind of help to consumers fallen in trap of misleading advertisers?

THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI C. R. CHAUDHARY): (a) Yes, Sir. 1046 complaints have been received by Advertising Standards Council of India between March, 2015 and March, 2016.

(b) The complaints against the advertisers relate to false and misleading claims about products and services. Maximum complaints pertain to healthcare and education sectors.

(c) The remedy against any defective goods or deficient services purchased/availed of in pursuance of such misleading advertisements, is available to a consumer under the Consumer Protection Act, 1986 through the Consumer Disputes Redressal Commissions/Forum.

Difference between farm gate and retail prices of foodgrains

616. SHRIMATI JHARNA DAS BAIDYA: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether there is a wide difference between production cost/farm gate price and retail prices of foodgrains in the market;

(b) if so, the details thereof and the reasons therefor; and

(c) the remedial steps taken/being taken by Government to check the retail prices?

THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI C. R. CHAUDHARY): (a) and (b)

† Original notice of the question was received in Hindi.