

'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.

Difference between production cost/farm gate price and retail price of foodgrains depends on factors such as number of intermediaries in the supply chain, transportation cost, loading/unloading expenses, grading/shorting, wholesaler's margin, wastages during movements/weighting, location of retail shop, fixed overhead expenses of retailers and margins of retailers etc.

(c) Government has launched National Agricultural Market (e-NAM) on 14th April, 2016 with the objective to reduce the farm gate and retail price gap, induce competition and transparency in sale transactions through integration of mandis to e-NAM portal. This would facilitate on-line trading of agricultural produce and help reduce the supply chain in the physical marketing of food grains in the Mandi System.

Digitization of records under PDS

617. SHRI P. L. PUNIA: Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) the number of States that have digitized the records of beneficiaries of Public Distribution System (PDS) in the country;

(b) whether there has been a delay in digitization of records, if so, the details thereof;

(c) the amount allocated and utilized for end-to-end computerization envisaged under the Twelfth Five Year Plan of the Targeted Public Distribution System (TPDS) in last three years in Uttar Pradesh and the targets achieved for the same, district-wise and component-wise; and

(d) the details of number of households who receive subsidies *via* cash transfers through Aadhaar in the country, district-wise?

THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (SHRI C. R. CHAUDHARY): (a) All the 36 States/UTs have digitized the records of beneficiaries/ration cards under TPDS.

(b) Initially, the implementation of the project was uneven across the country due to delay in finalization of action plans by States/UTs, late submission of their proposal for financial assistance, finalization of criteria for identification of NFSA beneficiaries from the erstwhile TPDS beneficiaries and practical problems faced during implementation of the project.

(c) The total project cost for implementation of "End-to-end Computerization of TPDS Operations" scheme during the Twelfth Five Year Plan (2012-17) in Uttar Pradesh is ₹ 108.52 crores which is shared between Centre and State in the ratio of 50:50.