



DO No K-28/16/2024-Pub

31st July, 2024

Dear Madam,

As you are aware that the Department of Consumer Affairs (DoCA) is committed to safeguarding consumer rights and promoting informed decision-making across the country. Raising awareness about consumer rights and responsibilities is of utmost importance and today's youth can act as an important channel in the awareness of their family members as well as their societies.

2. In this regard, the Department is generating consumer awareness under the aegis of "Jago Grahak Jago" campaign alongwith "Jagruti", a mascot for empowering young consumers and generating awareness of their rights. Series of informative and educative videos on consumer awareness have been created that are shared on weekly basis via Google Drive link. The videos cover a wide array of topics, including understanding product labels, consumer protection laws, safe purchasing practices, and methods of addressing grievances.

3. In this context, you may also appreciate that disseminating these consumer awareness videos through the National Youth Corps, Nehru Yuva Kendra Sangathans, NSS etc will not only empower young consumers but also enable them to create awareness among other consumers. This effort will maximize the outreach and also strengthen consumer movement to the grassroot level. This would provide synergies of these initiatives with the activities and objectives of Department of Consumer Affairs and would be in line with the vision of the Hon'ble Prime Minister as envisaged in his interaction with the Secretaries to Government of India on 29th June, 2024.

4. In view of the above, I would be highly obliged if you kindly consider for keeping the attached creative of "Jago grahak jago/Jagruti & National Consumer Helpline" on landing page of website of your Department as well as organizations under your control. Further, a Nodal Officer from your department may also kindly be nominated so that these videos could be effectively disseminated and he/she may contact to Shri Vikash Kumar, Under Secretary (Publicity){Mobile No. 8745035710, email: vikash.kumar80@nic.in} nominated as the nodal contact person from DoCA.

With kind regards,

Mrs. Meeta Rajivlochan
Secretary,
Department of Youth Affairs,
Room No.1-C Wing, Shastri Bhawan,
New Delhi-110001

Yours sincerely,

(Nidhi Khare)