

GOVERNMENT OF INDIA
MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
DEPARTMENT OF CONSUMER AFFAIRS

RAJYA SABHA
UNSTARRED QUESTION No. 1324
TO BE ANSWERED ON 11.03.2025

CONSUMER PROTECTION INITIATIVES IN ODISHA

1324. SHRI MUZIBULLA KHAN

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) the number of consumer grievances registered and resolved in Odisha during the last five years;
- (b) whether the Ministry has set up new consumer grievance redressal forums in the State;
- (c) the steps being taken to raise awareness about consumer rights in Odisha; and
- (d) the funds allocated and utilized for consumer protection initiatives in the State?

ANSWER

THE MINISTER OF STATE, CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI B. L. VERMA)

(a) : The number of consumer grievances registered and resolved in Odisha during the last 5 years on the National Consumer Helpline (NCH) is as follows :

Financial Year	Grievance(s) Received	Grievance(s) Disposed
2019-20	11731	11731
2020-21	11181	11181
2021-22	13627	13627
2022-23	21107	21107
2023-24	27220	27220
Total	84866	84866

(b) : The Department of Consumer Affairs has revamped, the National Consumer Helpline (NCH), which has emerged as a single point of access to consumers across the country for grievance redressal at the pre-litigation stage. The helpline is available in 17 languages, including Hindi, English, Kashmiri, Punjabi, Nepali, Gujarati, Marathi, Kannada, Telugu, Tamil, Malayalam, Maithili, Santhali, Bengali, Odia, Assamese, and Manipuri, allowing consumers from all regions to register their grievances via the toll-free number 1915. These grievances can be submitted via the Integrated Grievance Redressal Mechanism (INGRAM), an omni-channel, IT-enabled central portal, through various channels: WhatsApp (8800001915), SMS (8800001915), email (nch-ca@gov.in), the NCH app, the web portal (consumerhelpline.gov.in), and the Umang app, offering convenience and flexibility to consumers.

(c) & (d) : The Department of Consumer Affairs has been generating consumer awareness by undertaking country-wide multimedia awareness campaigns under the aegis of "Jago Grahak Jago" to reach out to every consumer across the country by utilizing traditional media like All India Radio, Doordarshan, fairs & festivals, etc. as well as social media. Through simple messages and jingles, consumers are made aware about the consumer rights, unfair trade practices, consumer issues and the mechanism to seek redressal.
