

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

RAJYA SABHA
UNSTARRED QUESTION No. 1951
TO BE ANSWERED ON 18.03.2025

NATIONAL CONSUMER HELPLINE

1951. SHRI DHANANJAY BHIMRAO MAHADIK

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

- (a) whether the National Consumer Helpline (NCH) collaborates with companies or industrial bodies to resolve consumer complaints;
- (b) if so, the number of companies currently onboarded for grievance redressal through NCH;
- (c) the top five industries or sectors from which the NCH receives the highest number of complaints; and
- (d) the number of complaints resolved successfully in each of these industries during the last three years?

ANSWER

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

(a) to (d) : The Department 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.

The helpline operates in a dedicated manner from 8 AM to 8 PM on all seven days of the week, except on national holidays. To enhance accessibility further, a call-back facility is available. An exclusive call center has been established to ensure prompt service.

NCH proactively partners with companies who want to join the programme on a voluntary basis to offer efficient consumer complaint resolution. This initiative gives the company an opportunity for better corporate governance and social responsibility by redressing consumer disputes at pre-litigation stage. The number of convergence partners has steadily increased from 263 companies in 2017 to 1049 companies till now spanning across the sectors such as E-commerce, Banking, General Insurance, Life Insurance, NBFCs, Travel & Tourism, Food, Consumer Durables, Electronics Products, Broadband & Internet, Direct Selling, Retail Outlets, Digital Payment Modes, Agency Services and Others.

The top five sectors from which NCH receives the highest number of complaints, along with the number of complaints disposed in each of these sectors over the last three years is as per **Annexure**.

ANNEXURE REFERRED IN REPLY TO PARTS (a) TO (d) OF RAJYA SABHA UNSTARRED QUESTION NO.1951 FOR 18.03.2025 REGARDING “NATIONAL CONSUMER HELPLINE”.

Details of grievances registered on the National Consumer Helpline

Year: 2022

S. No.	Sector	Received	Disposed
1	E- Commerce	365370	365370
2	Banking	60992	60992
3	Electronics Products	52752	52752
4	Consumer Durables	38885	38885
5	Digital Payment Modes	28935	28935

Year: 2023

S. No.	Sector	Received	Disposed
1	E- Commerce	446133	446133
2	Banking	66580	66580
3	Electronics Products	65646	65646
4	Telecom	53687	53687
5	Consumer Durables	49066	49066

Year: 2024

S. No.	Sector	Received	Disposed
1	E- Commerce	440185	440185
2	Consumer Durables	77873	77873
3	Electronics Products	74288	74288
4	Banking	72932	72932
5	Telecom	69193	69193
