

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

RAJYA SABHA
UNSTARRED QUESTION No. 2925
TO BE ANSWERED ON 19.08.2025

GRIEVANCES RECEIVED IN NCH

2925. SHRI BHUBANESWAR KALITA

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

- (a) whether there is any increase in the grievances received at National Consumer Helpline (NCH) over the last five years, if so, the details thereof, year-wise;
- (b) the number of grievances received in the Helpline with respect to issues related to sales on e-commerce platforms during the last three years;
- (c) whether there is any initiative taken by Government to address the grievances received at the Helpline, if so, the details thereof; and
- (d) whether there is any steps taken by Government to increase the awareness and outreach about existing grievances redressal mechanisms?

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 1,110 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 technological transformation of the NCH has significantly boosted its call-handling capacity. The number of calls received by NCH has grown more than tenfold, from 12,553 in December 2015 to 1,55,138 in December 2024. This exponential growth reflects the rising confidence of consumers in the helpline. Similarly, the average number of complaints registered per month has surged from 37,062 in 2017 to 1,11,951 in 2024. Additionally, grievance registration via WhatsApp has gained momentum, with the percentage of complaints filed through the platform increasing from 3% in March 2023 to 20% in March 2025, demonstrating a growing preference for digital communication channels.

In a significant move to further enhance grievance redressal, NCH has introduced AI-based Speech Recognition, a Translation System, and an AI enabled Chatbot as part of the NCH 2.0 initiative. These technological advancements aim to make the grievance filing process more seamless, efficient, and inclusive. The AI-powered Speech Recognition and Translation System enables consumers to file complaints through voice input, reducing manual intervention. The AI enabled Chatbot provides real-time assistance, streamlining complaint-handling processes, and improving the overall user experience. These upgrades ensure that consumers from diverse linguistic backgrounds have equal access to the grievance redressal system.

The website of the National Consumer Helpline (NCH) has also been upgraded to serve as the central point of access for consumers across India seeking grievance redressal at the pre-litigation stage. This website includes enhanced functionality, modern features, and improved navigation with a user-centric design. It incorporates advanced features, offering faster grievance resolution and a more efficient user experience.

The year-wise details of grievances received on the helpline over the last five years along with the number of grievances related to sales on e-commerce platforms during the last three years is placed at **Annexure**.

The Department regularly monitors grievance data and identifies non-convergence companies. NCH partners with companies who have a proactive approach to efficient consumer complaint resolution, and want to join the programme on a voluntary basis. It shares with them the data of the complainants along with the complaints received at NCH related to their company, to facilitate free, fair and fast redressal through participative cooperation providing win-win situation for both consumers and companies.

In this endeavour, NCH ensures accountability and timely resolution of consumer complaints by forwarding grievances to the convergence partners on a real-time basis. Once these companies are onboarded as convergence partners, they are required to prioritize the swift and effective resolution of complaints in collaboration with the NCH. This partnership helps to ensure better accountability and a quicker redressal of consumer complaints, ultimately benefiting consumers across the country. NCH has also simplified the process of registering the companies as convergence partners making it online, hassle-free and transparent.

A feedback mechanism has been implemented, enabling consumers to share their feedback and suggestions by visiting the web link at <https://consumerhelpline.gov.in/public/feedback> and filling out a short form. The feedback and suggestions received are regularly analyzed to enhance consumer satisfaction and improve the effectiveness of the helpline.

The Department of Consumer Affairs has been implementing a scheme titled “Consumer Awareness”. Under the Scheme, the Department of Consumer Affairs has been conducting countrywide multimedia awareness campaigns titled “Jago Grahak Jago”. Consumers are made aware of unfair trade practices, grievance redressal mechanisms, Hallmarking, ISI products, and various other consumer related issues through various media like TV, radio, cinema theatres, IVRS, fairs & festivals as well as digital media like Youtube etc. Under the scheme, Grant-in-Aid are also provided to States / UTs for carrying out activities on consumer awareness with local content in regional level. The Department has been actively using social media with various creatives, infographics and videos for consumer awareness.

ANNEXURE

ANNEXURE REFERRED TO IN REPLY TO PART (a) to (d) OF RAJYA SABHA UNSTARRED QUESTION NO.2925 FOR ANSWER ON 19.08.2025 REGARDING “GRIEVANCES RECEIVED IN NCH”.

Year-wise details of grievances received on the National Consumer Helpline (NCH) over the last five years

S. No.	Year	No. of grievances received
1.	2020	654192
2.	2021	715276
3.	2022	954199
4.	2023	1167571
5.	2024	1343412
	Total	4834650

Year-wise details of grievances related to sales on e-commerce platforms received on the National Consumer Helpline (NCH) during the last three years.

S. No.	Year	No. of grievances received
1.	2022	365370
2.	2023	446133
3.	2024	440185
	Total	1251688
