

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

RAJYA SABHA
UNSTARRED QUESTION No. 2933
TO BE ANSWERED ON 19.08.2025

EFFECTIVE IMPLEMENTATION OF 'THE CONSUMER PROTECTION ACT, 2019'

2933. DR. BHIM SINGH

(OIH)

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

- (a) whether necessary resources, infrastructure and adequate manpower are being provided to the Consumer Commissions at the State and district level in the State of Bihar for effective implementation of 'The Consumer Protection Act, 2019';
- (b) whether the process of redressal of consumer grievances has improved in the State of Bihar during the last three years and the contribution of digital portal, e-filing system and technical measures in this direction; and
- (c) whether any targeted campaign has been launched in rural and semi-urban areas of Bihar to increase awareness about consumer rights so that socially weaker sections can get full access to consumer protection?

ANSWER

THE MINISTER OF STATE, CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION

(SHRI B. L. VERMA)

(a) : The responsibility for establishment of Consumer Commissions in the States as well as providing all necessary infrastructures for their effective functioning rests with the State Governments. However, the Central Government has been extending financial assistance under the Strengthening of Consumer Commissions (SCC) Scheme to the State Governments to meet the gaps in resources for ensuring a basic minimum infrastructure (both building and non-building) required for the effective functioning of the Consumer Commissions and for honouring the shared responsibility of consumer protection.

Under the SCC scheme, the Central Government's assistance for building purposes, is limited to creation of built up area of 5,000 square feet in respect of a District Commission building and 11,000 square feet in respect of a State Commission building, which include 1000 square ft. for construction of a Mediation Centre (both for State Commission and District Commission).

Assistance for non-building assets is released within the overall cost ceiling of Rs. 25.00 lakh in respect of a State Commission and Rs. 10.00 lakh in respect of a District Commission, irrespective of the location of the Consumer Commission. Under the SCC Scheme, funds to the tune of ₹ 822.78 lakhs have been released to Govt. of Bihar for the upgradation of infrastructure of Consumer Commissions.

The Department of Consumer Affairs also administers a scheme titled “Computerization & Computer Networking of Consumer Commissions” (CONFONET), under which, IT infrastructure of consumer commissions is strengthened by way of providing computer hardware, software and technically skilled manpower. Under this scheme, VC equipment for conducting hearing through video conferencing mode have been installed and made functional at 10 benches of the National Consumer Disputes Redressal Commission (NCDRC) and 35 benches of State Consumer Disputes Redressal Commissions (SCDRCs), including Bihar.

The Department has spearheaded significant digitization initiatives to modernize consumer grievance redressal, offering faster resolution and enhanced transparency. The cornerstone of these efforts is the e-Jagriti platform, which enhance consumer grievance redressal through a micro-service architecture, Artificial Intelligence / Machine Learning integration and latest features like faceless onboarding and role-based dashboards. It unifies existing applications (OCMS, e-Daakhil, NCDRC CMS, CONFONET application) into a single, scalable system that significantly benefit consumers by enabling them to file complaints seamlessly from anywhere, anytime, with multi-lingual support.

(b) : The National Consumer Helpline (NCH) administered by the Department of Consumer Affairs has emerged as a single point of access to consumers across the country for their grievance redressal at a pre-litigation stage. Consumers can register their grievances from all over the country in 17 languages including Hindi, English, Kashmiri, Punjabi, Nepali, Gujarati, Marathi, Kannada, Telugu, Tamil, Malayalam, Maithili, Santhali, Bengali, Odia, Assamese and Manipuri through a toll-free number 1915. These grievances can be registered on 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, as per their convenience. 1,110 companies, who have voluntarily partnered with NCH, as part of the ‘Convergence’ programme directly respond to these grievances according to their redressal process and revert by providing a feedback to the complainant on the portal.

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 number of grievances received and disposed of on NCH from the State of Bihar during the last three years is as follows:

State	2022		2023		2024	
	Received	Disposed	Received	Disposed	Received	Disposed
Bihar	57300	57300	66898	66898	74244	74244

(c) : The Department has been conducting countrywide multimedia awareness campaigns, including Bihar, titled “Jago Grahak Jago” under Consumer Awareness Scheme. Consumers are made aware of fair trade practices, grievance redressal mechanisms and various other consumer related issues through all media including print, electronic, outdoor and social media. Under the scheme, Grants-in-Aid are provided by the Department to States / UTs for carrying out activities on consumer awareness with local content in regional level. Under this scheme, Rs 84.06 lakhs have been released to State Govt. of Bihar so far. Further, an interaction with panchayats of Bihar has also been conducted recently to sensitize the panchayats representatives about the consumer rights and redressal mechanisms.
