

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

RAJYA SABHA
UNSTARRED QUESTION No. 993
TO BE ANSWERED ON 29.07.2025

REDRESSAL OF CONSUMER COMPLAINTS

993. SHRI MANAN KUMAR MISHRA
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Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) the details of the consumer complaints filed and resolved since 2020, State-wise and year-wise, including Jharkhand; and
- (b) the steps being taken by Government to bring speedy redressal to the rising consumer complaints?

ANSWER

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

(a) and (b): 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 state-wise data of grievances received and disposed on the helpline since 2020, including those from Jharkhand, is placed at the **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.

ANNEXURE REFERRED TO IN REPLY TO PART (a) and (b) OF RAJYA SABHA UNSTARRED QUESTION NUMBER NO.993 FOR ANSWER ON 29.07.2025 BY SHRI MANAN KUMAR MISHRA, SHRI MOKARIYA RAMBHAIR & SHRI ADITYA PRASAD REGARDING “REDRESSAL OF CONSUMER COMPLAINTS”.

Details of grievances on the National Consumer Helpline (NCH)

S No	State/UT	2020		2021		2022		2023		2024		2025 (Jan- June)	
		Received	Disposed	Received	Disposed	Received	Disposed	Received	Disposed	Received	Disposed	Received	Disposed
1	ANDAMAN NICOBAR	314	314	694	694	772	772	860	860	897	897	356	339
2	ANDHRA PRADESH	14407	14407	18707	18707	28393	28393	39378	39378	43343	43343	20037	19389
3	ARUNACHAL PRADESH	318	318	626	626	1116	1116	3419	3419	15860	15860	1330	1295
4	ASSAM	6826	6826	8578	8578	10199	10199	12864	12864	16428	16428	6971	6708
5	BIHAR	32797	32797	36287	36287	57300	57300	66898	66898	74244	74244	35751	34383
6	CHANDIGARH	3177	3177	3131	3131	3889	3889	3581	3581	3749	3749	2095	2027
7	CHHATTISGARH	6511	6511	7730	7730	10414	10414	12757	12757	14607	14607	7222	6890
8	DADRA & NAGAR HAVELI	211	211	262	262	234	234	364	364	451	451	187	179
9	DAMAN & DIU	146	146	147	147	181	181	273	273	264	264	153	147
10	DELHI	62376	62376	67262	67262	85300	85300	90648	90648	108526	108526	53501	51405
11	GOA	1402	1402	1702	1702	2100	2100	2980	2980	3415	3415	1686	1624
12	GUJARAT	38804	38804	40595	40595	46915	46915	60189	60189	67306	67306	34827	33233
13	HARYANA	34527	34527	35789	35789	46797	46797	51099	51099	58171	58171	30691	29134
14	HIMACHAL PRADESH	4208	4208	4298	4298	4948	4948	6272	6272	6986	6986	3677	3533
15	JAMMU & KASHMIR	4683	4683	5467	5467	6874	6874	7967	7967	9178	9178	4907	4691
16	JHARKHAND	9816	9816	11788	11788	17370	17370	19969	19969	21838	21838	10081	9705
17	KARNATAKA	53130	53130	41239	41239	54794	54794	72459	72459	89028	89028	48444	46374
18	KERALA	11168	11168	19804	19804	19729	19729	30690	30690	40298	40298	21370	20373
19	LADAKH	91	91	156	156	136	136	137	137	218	218	81	77
20	LAKSHDWEEP	8	8	91	91	11	11	191	191	198	198	101	97
21	MADHYA PRADESH	27355	27355	34706	34706	50808	50808	61528	61528	67094	67094	35707	34382
22	MAHARASHTRA	85532	85532	87752	87752	103989	103989	125190	125190	147432	147432	76386	72834
23	MANIPUR	274	274	379	379	362	362	310	310	471	471	305	289
24	MEGHALAYA	358	358	462	462	523	523	663	663	751	751	395	372
25	MIZORAM	117	117	111	111	84	84	133	133	156	156	105	100
26	NAGALAND	221	221	314	314	211	211	325	325	362	362	184	174
27	ODISHA	10509	10509	13108	13108	19318	19318	25731	25731	28501	28501	13675	13139
28	PUDUCHERRY	330	330	545	545	558	558	921	921	1086	1086	722	694
29	PUNJAB	15697	15697	16519	16519	21364	21364	23314	23314	26486	26486	13981	13452
30	RAJASTHAN	42192	42192	48081	48081	72109	72109	85086	85086	78675	78675	41815	40395
31	SIKKIM	225	225	325	325	337	337	490	490	602	602	298	283
32	TAMIL NADU	20133	20133	25692	25692	29466	29466	44129	44129	53343	53343	34516	33097
33	TELANGANA	26353	26353	28145	28145	40571	40571	50214	50214	58810	58810	30082	28880
34	TRIPURA	1048	1048	1255	1255	1607	1607	2134	2134	2581	2581	1059	1013
35	UTTAR PRADESH	86261	86261	97171	97171	139774	139774	173845	173845	192311	192311	91588	87700
36	UTTRAKHAND	7554	7554	8376	8376	11541	11541	13456	13456	15281	15281	7599	7262
37	WEST BENGAL	45113	45113	47982	47982	64105	64105	77107	77107	94465	94465	39916	38420
Total		654192	654192	715276	715276	954199	954199	1167571	1167571	1343412	1343412	671801	644089
