

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

RAJYA SABHA
UNSTARRED QUESTION No. 1794 (OIH)
TO BE ANSWERED ON 16.12.2025

CONSUMER GRIEVANCE REDRESSAL THROUGH NCH

1794. SHRI PRADIP KUMAR VARMA:
(OIH)

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

- (a) the success rate of grievance redressal through the National Consumer Helpline (NCH);
- (b) whether new Rules have been notified to protect consumer interests on e-commerce platforms;
- (c) whether the number of online complaints in Consumer Commissions have increased through the “e-filing” system; and
- (d) if so, the details thereof?

ANSWER

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

(a) to (d): 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 pre-litigation stage.

The technological transformation of the NCH has significantly boosted its call-handling capacity. The number of calls received by NCH has grown from 70,159 in October 2019 to 3,08,130 in October 2025. This 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 1,42,605 in 2025 [as on 31.10.2025]. Additionally, grievance registration via WhatsApp has gained momentum, with the percentage of complaints filed through the platform increasing from 11% in October 2023 to 30% in October 2025 demonstrating a growing preference for digital communication channels. 1,169 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.

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.

Department of Consumer Affairs is continuously working for protection and empowerment of consumers by enactment of progressive legislations. With a view to modernize the framework governing consumer protection in the era of globalization, technologies, e-commerce markets etc., the Consumer Protection Act, 2019 was enacted.

To safeguard the interests of consumers from unfair trade practices in e-commerce, the Department of Consumer Affairs has notified the Consumer Protection (E-commerce) Rules, 2020 under the provisions of the Consumer Protection Act, 2019. These rules, inter-alia, outline the responsibilities of e-commerce entities and specify the liabilities of marketplace and inventory e-commerce entities, including provisions for consumer grievance redressal.

Aligned with global best practices, “Safety Pledge” has been finalized, in consultation with all the stakeholders, which is a voluntary public commitment of e-Commerce platforms to ensure the safety of goods sold online. This initiative strengthens consumer protection in the e-commerce. Various e-Commerce companies viz. Tata Digital, Tata 1mg, BigBasket, Tata Cliq, Chroma, Swiggy, Ola, Zomato, Ajio, JioMart, Netmeds, Meesho etc. have signed the Safety Pledge for ensuring consumer safety.

The Central Consumer Protection Authority (CCPA), in exercise of the powers conferred by Section 18 of the Consumer Protection Act, 2019 has issued “Guidelines for Prevention and Regulation of Dark Patterns, 2023” on 30th November, 2023 listing 13 specified dark patterns identified in e-Commerce sector. These dark patterns include false urgency, Basket Sneaking, Confirm shaming, forced action, Subscription trap, Interface Interference, Bait and switch, Drip Pricing, Disguised Advertisements, Nagging, Trick Wording, SaaS Billing and Rogue Malwares. Further, an “Advisory for Self-Audit by E-Commerce Platforms for detecting the Dark Patterns on their platforms to create a fair, ethical and consumer centric digital ecosystem” was also issued by the CCPA on 5th June, 2025.

The “e-Jagriti” portal launched by the Department of Consumer Affairs on 1st January, 2025 aims to enhance consumer grievance redressal through a micro-service architecture, Artificial Intelligence / Machine Learning integration and modern features like faceless onboarding and role-based dashboards. It unifies existing applications (OCMS, e-Daakhil, NCDRC CMS, CONFONET) into a single, scalable platform, allowing users to file complaints seamlessly from anywhere with multilingual support. The system streamlines grievance redressal processes with real-time data access, automated workflows and tools for stakeholders like judges and advocates. The portal is designed to provide a convenient, transparent and efficient means for consumers to seek redressal by enabling online complaint filing, digital submission of documents, online payment of fees and virtual hearing from any location. On e-jagriti, 1,30,300 cases have been filed in the consumer commissions in 2025 (till Oct, 2025) and 1,26,640 cases have been disposed off.
