

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

**RAJYA SABHA**  
**UNSTARRED QUESTION No. 212**  
TO BE ANSWERED ON 02.12.2025

**INTEGRATION OF GST GRIEVANCE REDRESSAL SYSTEM ON NCH**

212. SMT. KIRAN CHOUDHRY:  
SHRI BRIJ LAL:  
SHRI RYAGA KRISHNAIAH:  
DR. SUMER SINGH SOLANKI:  
SHRI RAJIB BHATTACHARJEE:  
SHRI BABURAM NISHAD:  
SHRI LAHAR SINGH SIROYA:

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

- (a) the process of integrating the GST grievance redressal mechanism with the National Consumer Helpline (NCH);
- (b) the number and types of areas included under the GST related grievance category on the INGRAM portal;
- (c) whether any type of training or capacity-building session has been organized for NCH counsellors with the assistance of the Central Board of Indirect Taxes and Customs; 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 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 National Consumer Helpline (NCH) has been aligned with the Next-Generation GST Reforms 2025 to enable registration of GST related queries and grievances. A dedicated GST category has been created on the INGRAM portal for this purpose. Consumers can register such complaints through existing channels on NCH, including the toll-free number 1915, the INGRAM portal, the NCH app, WhatsApp, SMS and UMANG.

The GST-related grievance category on the INGRAM portal includes 31 major sectors as sub-categories including Food, Retail Outlets, General Enquiry, Drugs & Cosmetics, Automobiles, E-Commerce, General Insurance, Consumer Durables, FMCG, Petroleum, Agency Services, Life Insurance, Health Services, Electronic Products, Travel & Tourism, Telecom, Postal, Real Estate, Banking, Private Education, Direct Selling, Broadband & Internet, Packers & Movers, NBFCs, Legal Metrology, Publications, Courier & Cargo, DTH & Cable, Shares & Securities, Electricity and Digital Payment Modes wherein GST related grievances may be reported by consumers.

In preparation for this initiative, a training session for NCH counsellors was conducted by officials of Central Board of Indirect Taxes and Customs (CBIC) in collaboration with Department of Consumer Affairs on 11<sup>th</sup> September 2025 to equip them with the requisite skills and knowledge for effective handling of GST related queries and grievances. The training was aimed at enhancing the quality, accuracy and efficiency of counsellors to strengthen the handling of GST related grievances.

The Department under the chairpersonship of the Secretary (Consumer Affairs) also held consultations with key industry bodies including FICCI, ASSOCHAM, CII, RAI and CAIT to emphasize passing on benefits of reduced GST on the retail sale price (MRP) of pre-packaged commodities to end consumers. Further, a virtual meeting with VCOs was held on 12<sup>th</sup> September 2025 followed by a stakeholder consultation on 17<sup>th</sup> September 2025 with e-commerce platforms, industry representatives and consumer durables companies. A roundtable on ease of doing business was convened on 24<sup>th</sup> September 2025 with industry associations, VCOs and State Legal Metrology Departments. Across all engagements, stakeholders were urged to ensure transparent transmission of GST benefits to consumers.

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