

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

RAJYA SABHA
UNSTARRED QUESTION No. 3564
TO BE ANSWERED ON 24.03.2026

ENSURING CONSUMER RIGHTS

3564. DR. V. SIVADASAN

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

- (a) the number of consumer complaints received through the National Consumer Helpline and e-Daakhil portal during the last five years, year-wise;
- (b) the percentage of complaints resolved within the prescribed time, along with details of pending cases and major sectors involved; and
- (c) the measures being taken to strengthen consumer protection, improve grievance redressal mechanisms and enhance awareness of consumer rights, particularly in digital and e-commerce markets?

ANSWER

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

(a) to (c) : The year-wise details of complaints received and disposed on the National Consumer Helpline (NCH) and consumer cases filed and disposed before the National, State and District Consumer Disputes Redressal Commissions during the last five years are given at **Annexure**.

NCH has put in place a mechanism to address all the grievances received on the Helpline portal. The average grievance disposal time for the grievances received through CPGRAMS in 2025 was 13 days.

As per Section 38 (7) of the Consumer Protection Act, 2019, every complaint shall be disposed of as expeditiously as possible and endeavour shall be made to decide the complaint within a period of three months from the date of receipt of notice by opposite party where the complaint does not require analysis or testing of commodities and within five months, if it requires analysis or testing of commodities.

To serve the interest of speedy justice to the end consumers, Consumer Protection Act states that no adjournment shall ordinarily be granted by the consumer commissions unless sufficient cause is shown and the reasons for grant of adjournment have been recorded in writing by the Commission.

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.

Salient features of the Consumer Protection Act, 2019 are establishment of a Central Consumer Protection Authority (CCPA); simplification of the adjudication process in the Consumer Commissions such as enhancing pecuniary jurisdiction of the Consumer Commissions, online filing of complaint from the Consumer Commission having jurisdiction over the place of work/residence of the consumer irrespective of the place of transaction, videoconferencing for hearing, deemed admissibility of complaints, if admissibility is not decided within 21 days of filing; provision of product liability; provision for making rules for prevention of unfair trade practice in e-commerce and direct selling.

The Department has notified the Consumer Protection (E-Commerce) Rules, 2020 on 23 July 2020 under the Consumer Protection Act, 2019 to safeguard consumers from unfair trade practices in the e-commerce sector. These Rules specify the duties of e-commerce entities, liabilities of marketplace entities, responsibilities of sellers on marketplaces and duties of inventory-based e-commerce entities.

Under the provisions of the Consumer Protection Act, 2019, the Central Consumer Protection Authority (CCPA), an executive agency, came into existence on 24.07.2020. It is designed to intervene, to prevent consumer detriment arising from violation of rights of consumers, misleading advertisements, unfair trade practices etc. and to initiate class action(s), including the enforcement of recalls, refunds and return of products.

CCPA has notified the Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022 on 9th June, 2022. These guidelines inter-alia provide for conditions for an advertisement to be non-misleading and valid; duties of manufacturer, service provider, advertiser and advertising agency including on e-commerce platforms.

Central Consumer Protection Authority, in exercise of the powers conferred by Section 18 of the Consumer Protection Act, 2019, 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.

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. 29 leading e-commerce platforms have voluntarily submitted their self-declaration letters confirming compliance with the Guidelines for Prevention and Regulation of Dark Patterns, 2023.

CCPA has also notified Guidelines for the Prevention and Regulation of Illegal Listing and Sale of Radio Equipment including Walkie Talkies on E-Commerce Platforms, 2025. These guidelines have been notified to curb the unauthorized sale of wireless devices operating beyond the 446.0–446.2 MHz frequency band that may pose risks to consumer safety, mislead consumers regarding their legal position and interfere with critical communication networks, including those used by law enforcement and emergency services.

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. 1,398 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. Complaints against those companies, who have not partnered with National Consumer Helpline, are forwarded to the company for redressal.

The technological transformation of the NCH has significantly boosted its call-handling capacity. The number of calls received by NCH has grown from 62,172 calls in December 2019 to 3,59,336 calls in December 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 1,47,635 in 2025. Additionally, grievance registration via WhatsApp has gained momentum, with the percentage of complaints filed through the platform increasing from 12% in December 2023 to 21% in December 2025 demonstrating a growing preference for digital communication channels.

The website of the National Consumer Helpline (NCH) has been upgraded to serve as the central point of access for consumers across India seeking grievance redressal at 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.

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 e-Daakhil portal, launched in 2020, facilitated online filing, fee payment and case monitoring. Further, to modernize the existing applications with the latest technologies, the Department has launched "e-Jagruti" portal (CONFONET 2.0) on 1st January, 2025, which 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 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 also supports virtual courtrooms, enabling the hearing of cases remotely and ensuring faster disposal while reducing dependency on physical infrastructure. These features address bottlenecks like geographical barriers, scheduling conflicts and manual interventions. Further, VC equipment for conducting hearing through video conferencing mode has already 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).

The Department has been conducting country-wide multimedia awareness campaigns titled "Jago Grahak Jago" under the Consumer Awareness Scheme. The mascot "Jagruti" was launched in 2022 to reinforce the campaign's recall value. The Department is adopting a multi-channel approach combining physical outreach, digital initiatives, and social media campaigns to raise large-scale consumer

awareness against misleading advertisements, unfair trade practices, dark patterns, grievance redressal mechanisms and various other consumer related issues.

To ensure physical outreach to the Consumers, the Department participated in Maha Kumbh Mela 2025 at Prayagraj, and Surajkund Mela 2026 in Haryana. To reach citizens without smartphones or internet access, the Department carried out large-scale IVRS voice call campaigns across the country with a focus on Scheduled Caste dominated areas in 2025 in which 23 crore calls were made. Similarly, the Department also conducted large-scale SMS campaigns in eleven languages in which 65 crore SMSs were sent to 15 crore PDS beneficiaries in first phase and 24 crore SMSs were sent to consumers in Scheduled Tribe dominated areas, in 2nd phase in 2025. The Department also generated awareness by playing consumer awareness jingles on All India Radio during ICC Men's T20 World Cup 2026 matches which was broadcasted over 24 Rainbows Stations, 66 Primary Channels & 86 Local Radio Stations of National & Regional channels of AIR.

To strengthen awareness among young and rural consumers, the Department distributed Amar Chitra Katha comic books containing consumer-rights stories through ERMS schools. Digital copies of these comics were also uploaded on the Rashtriya e-Pustakalaya. At the grassroots level, the Department conducted weekly virtual sessions with Panchayats across various States and Union Territories during the year 2024, 2025 and 2026 wherein more than lakh number of Panchayats representatives attended the sessions. The Department also ran a digital banner advertisement campaign in February 2026 on the IRCTC website and mobile app, generating 78.7 crore impressions during the campaign period.

ANNEXURE

ANNEXURE REFERRED TO IN REPLY TO PART (a) to (c) OF RAJYA SABHA UNSTARRED QUESTION NO.3564 FOR ANSWER ON 24.03.2026 REGARDING “ENSURING CONSUMER RIGHTS”.

Year-wise details of complaints received and disposed on National Consumer Helpline (NCH) during the last five years.

| S.No. | Year | Number of complaints | |
|-------|------|----------------------|-----------|
| | | Received | Disposed |
| 1 | 2021 | 7,15,276 | 7,15,276 |
| 2 | 2022 | 9,54,199 | 9,54,199 |
| 3 | 2023 | 11,67,571 | 11,67,571 |
| 4 | 2024 | 13,43,412 | 13,43,412 |
| 5 | 2025 | 17,71,622 | 17,71,622 |

Year-wise details of consumer cases filed and disposed before the National, State and District Consumer Disputes Redressal Commissions during the last five years.

| S.No. | Year | Number of Cases | |
|-------|------|-----------------|---|
| | | Filed | Disposed (also includes the cases disposed which were filed in the previous years) |
| 1 | 2021 | 1,49,412 | 1,01,739 |
| 2 | 2022 | 1,75,680 | 1,82,868 |
| 3 | 2023 | 1,74,284 | 1,85,779 |
| 4 | 2024 | 1,73,181 | 1,58,321 |
| 5 | 2025 | 1,62,896 | 1,50,581 |
