

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

RAJYA SABHA
UNSTARRED QUESTION No. 1797
TO BE ANSWERED ON 04.08.2026

FUNCTIONING OF CONSUMER HELPLINES AND GRIEVANCE REDRESSAL

1797. SHRI I.S. INBADURAI

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

- (a) whether Government has received complaints regarding consumer helplines being inaccessible, complaints being closed without resolution and grievances merely being forwarded to sellers without verification;
- (b) number of complaints received, resolved, closed and reopened during the last three years and the current year, along with the average disposal time;
- (c) whether Government proposes to fix accountability for call centre agencies and officials closing complaints without the complainant's consent or confirmation of resolution and action taken against such instances; and
- (d) whether Government proposes to strengthen the consumer grievance mechanism through independent verification of complaint resolution, performance audits, stricter service standards and penalties for deficient grievance handling?

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 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 omnichannel 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.

The National Consumer Helpline (NCH) functions as a robust platform for pre-litigation grievance redressal which handled 17,71,622 consumer grievances in 2025 alone. The NCH has successfully facilitated refunds amounting to over ₹91 crore to consumers between 25th April 2025 and 30th June 2026 by effectively addressing over 1,47,000 consumer grievances related to refund claims at the pre-litigation stage.

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 analyzed to enhance consumer satisfaction and improve the effectiveness of the helpline.

Under the Convergence Mode, 1,853 companies who have voluntarily partnered with NCH directly respond to grievances according to their own redressal process by posting the resolution directly on the INGRAM system ensuring visibility for the consumer at every stage. Complaints against companies that have not partnered with NCH are forwarded to the company concerned. Where a consumer remains unsatisfied with the response of a company or company fails to respond, they are advised to approach the Consumer Commission online for redressal of their grievance/compensation at <https://e-jagriti.gov.in>.

The details of grievances received and grievances disposed of during FY 2023-24 to FY 2025-26 along with the average disposal time are as under:

Financial Year (FY)	Received	Disposed	Average disposal time (In Days)
2023-24	1235710	1235710	63
2024-25	1315664	1315664	53
2025-26	2048747	2048747	28

The functioning of the National Consumer Helpline (NCH) is reviewed at the Apex level by the Executive Committee constituted for the purpose. The Department monitors grievance data and meetings are held with concerned companies wherein they are urged to improve their grievance redressal process and ensure timely resolution of complaints. The Department also holds meetings with convergence partners and top non-convergence companies to review resolution performance. This structured oversight ensures that service quality is consistently monitored and that the redressal process remains fair, transparent and consumer-centric at every level.

The Department has recently conducted a third-party evaluation of the Umbrella Scheme Consumer Protection, including the sub-scheme Integrated Consumer Grievance Redressal System (ICGRS), which is operated via NCH, through the Indian Institute of Management (IIM), Sirmaur which has submitted its report in December, 2025 describing NCH as one of India's most impactful public-facing platforms for consumer protection, recognizing its Convergence Model as effective and stating that consumers across regions and income groups view NCH as an efficient, approachable and credible platform.
