

**Government of India  
Ministry of Consumer Affairs, Food and Public Distribution  
Department of Consumer Affairs**

**LOK SABHA  
UNSTARRED QUESTION NO. 1839 (OIH)  
TO BE ANSWERED ON 10.12.2025**

**CONSUMER COMPLAINTS**

1839. SMT. GENIBEN NAGAJI THAKOR:

**(OIH)**

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

- (a) whether the Government is aware about the constant increase in consumer complaints related to online purchases, e-commerce, defective products, delayed deliveries and fraud by service providers;
- (b) if so, the details of the number of consumer complaints received on the National Consumer Helpline, e-Filing System and other platforms during the last three years, State-wise;
- (c) the number of complaints resolved within the stipulated time period;
- (d) the steps being taken by the Union Government in collaboration with State Governments and Consumer Courts to ensure speedy redressal of consumer cases; and
- (e) whether the Government proposes to make consumer protection laws more effective, digitally strengthen the complaint redressal mechanism and make regulations on e-commerce platforms more stringent and if so, the details thereof?

**ANSWER**

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

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

The number of calls received by NCH has grown from 70,159 in October 2019 to 3,08,130 in October 2025. 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]. Further, 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. This growth reflects the rising confidence of consumers in the helpline.

The State-wise data of grievances received and disposed on the helpline during the last three years is placed at the **Annexure-I**.

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 the consumer protection in the era of globalization, technologies, e-commerce markets etc., the Consumer Protection Act, 2019 was enacted.

The Consumer Protection Act, 2019 provides for a three tier quasi-judicial machinery at District, State and National level commonly known as “Consumer Commissions” for protection of the rights of consumers and to provide simple and speedy redressal of consumer disputes including those related with unfair trade practices. The Consumer Commissions are empowered to give relief of a specific nature and award compensation to consumers, wherever appropriate. The State-wise details regarding the number of cases filed and disposed during the last three years in Consumer Commissions is at **Annexure-II**.

Further, 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.

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.

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. These rules also provide that no e-commerce entity shall adopt any unfair trade practice, whether in the course of business on its platform or otherwise.

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 30<sup>th</sup> 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.

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**ANNEXURE-I REFERRED TO IN REPLY TO PART (a) to (e) OF LOK SABHA UNSTARRED QUESTION NUMBER NO.1839 FOR 10.12.2025 REGARDING “CONSUMER COMPLAINTS”.**

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**State-wise details of grievances on the National Consumer Helpline (NCH)**

S No	State/UT	2022		2023		2024	
		Received	Disposed	Received	Disposed	Received	Disposed
1	ANDAMAN NICOBAR	<u>772</u>	<u>772</u>	<u>860</u>	<u>860</u>	<u>897</u>	<u>897</u>
2	ANDHRA PRADESH	<u>28393</u>	<u>28393</u>	<u>39378</u>	<u>39378</u>	<u>43343</u>	<u>43343</u>
3	ARUNACHAL PRADESH	<u>1116</u>	<u>1116</u>	<u>3419</u>	<u>3419</u>	<u>15860</u>	<u>15860</u>
4	ASSAM	<u>10199</u>	<u>10199</u>	<u>12864</u>	<u>12864</u>	<u>16428</u>	<u>16428</u>
5	BIHAR	<u>57300</u>	<u>57300</u>	<u>66898</u>	<u>66898</u>	<u>74244</u>	<u>74244</u>
6	CHANDIGARH	<u>3889</u>	<u>3889</u>	<u>3581</u>	<u>3581</u>	<u>3749</u>	<u>3749</u>
7	CHHATTISGARH	<u>10414</u>	<u>10414</u>	<u>12757</u>	<u>12757</u>	<u>14607</u>	<u>14607</u>
8	DADRA & NAGAR HAVELI	<u>234</u>	<u>234</u>	<u>364</u>	<u>364</u>	<u>451</u>	<u>451</u>
9	DAMAN & DIU	<u>181</u>	<u>181</u>	<u>273</u>	<u>273</u>	<u>264</u>	<u>264</u>
10	DELHI	<u>85300</u>	<u>85300</u>	<u>90648</u>	<u>90648</u>	<u>108526</u>	<u>108526</u>
11	GOA	<u>2100</u>	<u>2100</u>	<u>2980</u>	<u>2980</u>	<u>3415</u>	<u>3415</u>
12	GUJARAT	<u>46915</u>	<u>46915</u>	<u>60189</u>	<u>60189</u>	<u>67306</u>	<u>67306</u>
13	HARYANA	<u>46797</u>	<u>46797</u>	<u>51099</u>	<u>51099</u>	<u>58171</u>	<u>58171</u>
14	HIMACHAL PRADESH	<u>4948</u>	<u>4948</u>	<u>6272</u>	<u>6272</u>	<u>6986</u>	<u>6986</u>
15	JAMMU & KASHMIR	<u>6874</u>	<u>6874</u>	<u>7967</u>	<u>7967</u>	<u>9178</u>	<u>9178</u>
16	JHARKHAND	<u>17370</u>	<u>17370</u>	<u>19969</u>	<u>19969</u>	<u>21838</u>	<u>21838</u>
17	KARNATAKA	<u>54794</u>	<u>54794</u>	<u>72459</u>	<u>72459</u>	<u>89028</u>	<u>89028</u>
18	KERALA	<u>19729</u>	<u>19729</u>	<u>30690</u>	<u>30690</u>	<u>40298</u>	<u>40298</u>
19	LADAKH	<u>136</u>	<u>136</u>	<u>137</u>	<u>137</u>	<u>218</u>	<u>218</u>
20	LAKSHDWEET	<u>11</u>	<u>11</u>	<u>191</u>	<u>191</u>	<u>198</u>	<u>198</u>
21	MADHYA PRADESH	<u>50808</u>	<u>50808</u>	<u>61528</u>	<u>61528</u>	<u>67094</u>	<u>67094</u>
22	MAHARASHTRA	<u>103989</u>	<u>103989</u>	<u>125190</u>	<u>125190</u>	<u>147432</u>	<u>147432</u>
23	MANIPUR	<u>362</u>	<u>362</u>	<u>310</u>	<u>310</u>	<u>471</u>	<u>471</u>
24	MEGHALAYA	<u>523</u>	<u>523</u>	<u>663</u>	<u>663</u>	<u>751</u>	<u>751</u>
25	MIZORAM	<u>84</u>	<u>84</u>	<u>133</u>	<u>133</u>	<u>156</u>	<u>156</u>
26	NAGALAND	<u>211</u>	<u>211</u>	<u>325</u>	<u>325</u>	<u>362</u>	<u>362</u>
27	ODISHA	<u>19318</u>	<u>19318</u>	<u>25731</u>	<u>25731</u>	<u>28501</u>	<u>28501</u>
28	PUDUCHERRY	<u>558</u>	<u>558</u>	<u>921</u>	<u>921</u>	<u>1086</u>	<u>1086</u>
29	PUNJAB	<u>21364</u>	<u>21364</u>	<u>23314</u>	<u>23314</u>	<u>26486</u>	<u>26486</u>
30	RAJASTHAN	<u>72109</u>	<u>72109</u>	<u>85086</u>	<u>85086</u>	<u>78675</u>	<u>78675</u>
31	SIKKIM	<u>337</u>	<u>337</u>	<u>490</u>	<u>490</u>	<u>602</u>	<u>602</u>
32	TAMIL NADU	<u>29466</u>	<u>29466</u>	<u>44129</u>	<u>44129</u>	<u>53343</u>	<u>53343</u>
33	TELANGANA	<u>40571</u>	<u>40571</u>	<u>50214</u>	<u>50214</u>	<u>58810</u>	<u>58810</u>
34	TRIPURA	<u>1607</u>	<u>1607</u>	<u>2134</u>	<u>2134</u>	<u>2581</u>	<u>2581</u>
35	UTTAR PRADESH	<u>139774</u>	<u>139774</u>	<u>173845</u>	<u>173845</u>	<u>192311</u>	<u>192311</u>
36	UTTRAKHAND	<u>11541</u>	<u>11541</u>	<u>13456</u>	<u>13456</u>	<u>15281</u>	<u>15281</u>
37	WEST BENGAL	<u>64105</u>	<u>64105</u>	<u>77107</u>	<u>77107</u>	<u>94465</u>	<u>94465</u>
<b>Total</b>		<b><u>954199</u></b>	<b><u>954199</u></b>	<b><u>1167571</u></b>	<b><u>1167571</u></b>	<b><u>1343412</u></b>	<b><u>1343412</u></b>

**ANNEXURE-II REFERRED TO IN REPLY TO PART (a) to (e) OF LOK SABHA UNSTARRED QUESTION NUMBER NO.1839 FOR 10.12.2025 REGARDING “CONSUMER COMPLAINTS”.**

Sl. No.	Year	2022		2023		2024	
	State	Number of Cases		Number of Cases		Number of Cases	
		Filed	Cumulative Disposal	Filed	Cumulative Disposal	Filed	Cumulative Disposal
	NCDRC	5810	6384	4497	7230	3656	4125
1.	ANDAMAN AND NICOBAR ISLANDS	23	36	8	2	10	1
2.	ANDHRA PRADESH	2678	3388	3391	3948	3213	2784
3.	ARUNACHAL PRADESH	22	19	39	30	42	23
4.	ASSAM	553	619	559	520	532	589
5.	BIHAR	5257	3054	4240	4877	3731	3253
6.	CHANDIGARH	2121	1659	1770	2631	1620	2097
7.	CHHATTISGARH	2829	2364	3403	4669	3020	4875
8.	DELHI	4942	5150	5843	8704	5894	6904
9.	GOA	177	180	214	379	250	245
10.	GUJARAT	14676	16166	17570	18082	17451	13437
11.	HARYANA	11958	9020	13241	11815	13005	10388
12.	HIMACHAL PRADESH	2267	1834	2408	2159	2196	2475
13.	JHARKHAND	1870	2124	1634	2042	1306	1413
14.	KARNATAKA	9032	12021	10391	12637	11464	10493
15.	KERALA	6117	7222	8467	6715	11336	6964
16.	MADHYA PRADESH	16301	21194	11783	18401	10190	15538
17.	MAHARASHTRA	22588	16782	18415	7648	15320	15440
18.	MANIPUR	74	61	50	62	86	36
19.	MEGHALAYA	67	191	55	60	68	48
20.	MIZORAM	67	107	64	53	99	57
21.	NAGALAND	13	15	12	12	5	1
22.	ODISHA	4106	5188	5913	7146	5461	4658
23.	PUDUCHERRY	45	55	93	145	132	172
24.	PUNJAB	8141	8184	6955	8459	8418	7193
25.	RAJASTHAN	14796	11573	13624	12391	12028	11348
26.	SIKKIM	22	10	32	26	47	26
27.	TAMIL NADU	7079	10105	7120	9162	7141	7791
28.	TELANGANA	4369	5395	3954	4581	3974	4088
29.	THE DADRA AND NAGAR HAVELI AND DAMAN AND DIU	18	2	19	0	9	0
30.	TRIPURA	512	596	223	264	238	170
31.	UTTARAKHAND	2214	2250	1101	934	664	602
32.	UTTAR PRADESH	20412	26112	19002	25832	17363	20473
33.	WEST BENGAL	6350	7138	5662	6800	4897	4180
34.	JAMMU & KASHMIR	10	0	19	4	30	172
35.	LAKSHADWEEP	0	0	4	0	2	2
<b>Total</b>		<b>177516</b>	<b>186198</b>	<b>171775</b>	<b>188420</b>	<b>164898</b>	<b>162061</b>