

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

**LOK SABHA**  
**UNSTARRED QUESTION NO. 2870 (OIH)**  
**TO BE ANSWERED ON 17.12.2025**

**NATIONAL CONSUMER HELPLINE**

2870. SHRI CHAVDA VINOD LAKHAMSHI:

(OIH) SHRI NALIN SOREN:

SHRI JUGAL KISHORE:

SHRI RAJKUMAR CHAHAR:

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

- (a) the total number of complaints received on the National Consumer Helpline (NCH) in the country particularly in Jharkhand and Jammu and Kashmir along with the details of dockets registered on the said helpline during the last three years, year-wise;
- (b) the details and the average number of complaints registered per month through NCH;
- (c) the status of disposal of complaints received during the said period and the average time taken to resolve complaints; and
- (d) the details of the steps taken by the Government for expeditious disposal of complaints?

**ANSWER**

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

(a) to (d) : The year-wise details of the complaints registered, complaints disposed of and the average number of complaints registered per month on NCH during the last three years are as follows:

S. No.	Year	Total no. of complaints registered	Total no. of complaints disposed	Average no. of complaints registered per month
1	2022	9,54,199	9,54,199	79,517
2	2023	11,67,571	11,67,571	97,298
3	2024	13,43,412	13,43,412	1,11,951

Data of complaints received and complaints disposed on the helpline in Jharkhand and Jammu and Kashmir during the last three years is as per the table below:

S. No.	State/UT	2022		2023		2024	
		Received	Disposed	Received	Disposed	Received	Disposed
1	JHARKHAND	17370	17370	19969	19969	21838	21838
2	JAMMU & KASHMIR	6874	6874	7967	7967	9178	9178

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.

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. The complaints received during the year are redressed in time bound manner as per the prescribed SOP. The average time taken for resolution of complaints has been reduced from 58 days during the year 2024 to 21 days in 2025.

The technological transformation of the NCH has significantly boosted its call-handling capacity which, interalia, includes receiving complaints on Web Portal, SMS, UMANG App, NCH App and Call Centre through toll free no.1915. 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.

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