

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

**LOK SABHA
UNSTARRED QUESTION NO. 372 (OIH)
TO BE ANSWERED ON 24.07.2024**

NATIONAL CONSUMER HELPLINE

372. SHRI SANJAY HARIBHAU JADHAV:
(OIH)

Will the Minister of **CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION** उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण मंत्री be pleased to state:

- (a) the usage in percentage of the National Consumer Helpline in the country;
- (b) whether consumers are getting the proper assistance through this and if so, the details thereof;
- (c) the number of complaints being received by the National Consumer Helpline every month along with the details thereof;
- (d) the details of the areas to which they relate to;
- (e) whether there is a need to involve people with knowledge of law or technology to upgrade and strengthen the consumer helpline setup and to help resolve cases;
- (f) if so, the response of the Union Government thereto; and
- (g) the extent to which the Mediation Act, 2023 is helpful in speeding up the process?

ANSWER

**उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री
(श्री बी.एल. वर्मा)**

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

(a) to (g) : The Department of Consumer Affairs 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 pre-litigation stage. It is available to all consumers of the country wherein consumers can register their grievances from all over the country in 17 languages (i.e. Hindi, English, Kashmiri, Punjabi, Nepali, Gujarati, Marathi, Kannada, Telugu, Tamil, Malayalam, Maithali, Santhali, Bengali, Odia, Assamese, 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-Whats App, SMS, mail, NCH app, web portal, Umang app as per their convenience.

Transformative changes and technological upgradation of the NCH has led to increase in the call handling capacity of National Consumer Helpline. Number of calls received at NCH has increased during

the last few years. These initiatives taken by the Department have also encouraged consumers to register their grievances on the NCH manifested with an increase in the number of grievances registered at NCH.

Average number of complaints registered during a month with the National Consumer Helpline is as per the table below:

Financial Year	Average number of dockets registered on monthly basis
Apr'24 ~ June'24 (2024~ 25)	1,07,966
2023 ~ 2024	1,02,976
2022 ~ 2023	83,832

The National Consumer Helpline receives complaints related to a broad spectrum of consumer related issues like E-Commerce, Banking, Electronic Products, Consumer Durables, Digital Payment, Telecom, Legal, Retail Outlets, Broadband & Internet and Agency Services.

The National Consumer Helpline regularly trains their staff, equipping them with the knowledge and skills needed in the legal and technology field to handle complex cases effectively by conducting training workshops from time to time. This ensures that helpline counsellors not only offer comprehensive and accurate information to the consumers about existing regulatory frameworks and consumer rights related issues but also ensure efficient case management, data security and confidentiality.

The Mediation Act, 2023 provides for a voluntary option to parties to mediate any civil and commercial disputes before instituting any legal proceedings in court thus leading to out of court and amicable settlement of disputes.
