

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

LOK SABHA
UNSTARRED QUESTION NO. 2197
TO BE ANSWERED ON 12.03.2025

EXPANSION OF NCH

2197. SHRI HARIBHAI PATEL:

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

- (a) the details of the sectors and types of companies that have become convergence partners of the National Consumer Helpline (NCH) as of January 2025;
- (b) the State-wise data of grievances reported, resolved and pending through the NCH particularly in Gujarat over the last two years;
- (c) the measures adopted to ensure accountability and timely resolution of consumer complaints by these convergence partners;
- (d) whether the Government has any plans to expand the NCH to accommodate more companies or sectors and if so, the details thereof; and
- (e) the steps taken by the Government to raise consumer awareness about the NCH and its convergence partners?

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 the pre-litigation stage. The helpline is available in 17 languages, including Hindi, English, Kashmiri, Punjabi, Nepali, Gujarati, Marathi, Kannada, Telugu, Tamil, Malayalam, Maithili, Santhali, Bengali, Odia, Assamese, and Manipuri, allowing consumers from all regions to register their grievances via the toll-free number 1915. These grievances can be submitted via the 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, offering convenience and flexibility to consumers.

The helpline operates in a dedicated manner from 8 AM to 8 PM on all seven days of the week, except on national holidays. To enhance accessibility further, a call-back facility is available. An exclusive call center has been established to ensure prompt service.

NCH proactively partners with companies who want to join the programme on a voluntary basis to offer efficient consumer complaint resolution. This initiative gives the company an opportunity for better corporate governance and social responsibility by redressing consumer disputes at pre-litigation stage. The number of convergence partners has steadily increased from 263 companies in 2017 to 1049 companies till now spanning across the sectors such as E-commerce, Banking, General Insurance, Life Insurance, NBFCs, Travel & Tourism, Food, Consumer Durables, Electronics Products, Broadband & Internet, Direct Selling, Retail Outlets, Digital Payment Modes, Agency Services and Others.

The technological transformation of the NCH has significantly boosted its call-handling capacity. The number of calls received by NCH has grown more than tenfold, from 12,553 in December 2015 to 1,55,138 in December 2024. This exponential 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 1,11,951 in 2024. Additionally, grievance registration via WhatsApp has gained momentum, with the percentage of complaints filed through the platform increasing from 3% in March 2023 to 18% in December 2024, demonstrating a growing preference for digital communication channels.

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

The state-wise data of grievances received, disposed, and at the appraisal stage through the NCH, particularly in Gujarat, over the last two years, is placed at the **Annexure**.

The Department regularly monitors grievance data and identifies non-convergence companies. NCH partners with companies who have a proactive approach to efficient consumer complaint resolution, and want to join the programme on a voluntary basis. It shares with them the data of the complainants along with the complaints received at NCH related to their company, to facilitate free, fair and fast redressal through participative cooperation providing win-win situation for both consumers and companies.

In this endeavour, NCH ensures accountability and timely resolution of consumer complaints by forwarding grievances to the convergence partners on a real-time basis. Once these companies are onboarded as convergence partners, they are required to prioritize the swift and effective resolution of complaints in collaboration with the NCH. This partnership helps to ensure better accountability and a quicker redressal of consumer complaints, ultimately benefiting consumers across the country. NCH has also simplified the process of registering the companies as convergence partners making it online, hassle-free and transparent.

The Department is implementing an exclusive scheme namely “Consumer Awareness” to generate consumer awareness and empower the consumers under the aegis of “Jago Grahak Jago” campaign through various media including electronic, outdoor and social media. The Department, in 2022-23, has launched “Jagriti”, a mascot for empowering consumers and generating awareness of their rights. The Department participates in prominent fairs/festivals/events where a large number of people may congregate. The Department also provides grant-in-aid to various States/UTs for generating awareness at local level.

ANNEXURE REFERRED TO IN REPLY TO PARTS (a) to (e) OF LOK SABHA UNSTARRED QUESTION NUMBER NO.2197 FOR ANSWER ON 12.03.2025 REGARDING “EXPANSION OF NCH”.**Details of grievances registered on the National Consumer Helpline**

S. No.	State	FY 2022-23			FY 2023-24		
		Received	Disposed	Pending	Received	Disposed	Pending
1	Andaman Nicobar	698	698	0	936	936	0
2	Andhra Pradesh	31967	31967	0	41113	41113	0
3	Arunachal Pradesh	1603	1603	0	3734	3734	0
4	Assam	10849	10849	0	13808	13808	0
5	Bihar	60270	60270	0	70069	70069	0
6	Chandigarh	3677	3677	0	3700	3700	0
7	Chhattisgarh	10870	10870	0	13734	13734	0
8	Dadra & Nagar Haveli	253	253	0	389	389	0
9	Daman & Diu	203	203	0	293	293	0
10	Delhi	85672	85672	0	96709	96709	0
11	Goa	2284	2284	0	3161	3161	0
12	Gujarat	48391	48391	0	63997	63997	0
13	Haryana	47737	47737	0	54056	54056	0
14	Himachal Pradesh	5250	5250	0	6658	6658	0
15	Jammu & Kashmir	6979	6979	0	8443	8443	0
16	Jharkhand	18159	18159	0	21061	21061	0
17	Karnataka	60032	60032	0	76867	76867	0
18	Kerala	21128	21128	0	33635	33635	0
19	Ladakh	126	126	0	145	145	0
20	Lakshadweep	25	25	0	266	266	0
21	Madhya Pradesh	53542	53542	0	65396	65396	0
22	Maharashtra	106975	106975	0	134133	134133	0
23	Manipur	354	354	0	368	368	0
24	Meghalaya	552	552	0	711	711	0
25	Mizoram	93	93	0	130	130	0
26	Nagaland	249	249	0	322	322	0
27	Odisha	21107	21107	0	27220	27220	0
28	Puducherry	612	612	0	962	962	0
29	Punjab	21910	21910	0	24984	24984	0
30	Rajasthan	81273	81273	0	81532	81532	0
31	Sikkim	352	352	0	531	531	0
32	Tamil Nadu	31489	31489	0	49939	49939	0
33	Telangana	43472	43472	0	53432	53432	0
34	Tripura	1786	1786	0	2233	2233	0
35	Uttar Pradesh	146655	146655	0	186576	186576	0
36	Uttarakhand	11934	11934	0	14611	14611	0
37	West Bengal	67457	67457	0	79856	79856	0
TOTAL		1005985	1005985	0	1235710	1235710	0
