

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

RAJYA SABHA
UNSTARRED QUESTION No. 882
TO BE ANSWERED ON 11.02.2025

ENHANCING CONSUMER GRIEVANCE REDRESSAL MECHANISMS

882. SHRI SADANAND MHALU SHET TANAVADE

WILL THE MINISTER OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

- (a) whether the Ministry has undertaken specific steps to strengthen grievance redressal mechanisms for consumers at the pre-litigation stage to ensure faster resolution of complaints;
- (b) if so, the details of such steps, including any new initiatives, frameworks, or technological advancements introduced to streamline the process;
- (c) the average number of consumer complaints registered per month through the National Consumer Helpline, other digital communication channels, and any additional mechanisms during the last three years State-wise; and
- (d) whether the Ministry has plans to introduce further measures to enhance accessibility, efficiency, and transparency in consumer grievance redressal mechanisms, if so, the details thereof?

ANSWER

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

(a) to (d) : 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 1038 companies till now.

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 1,12,468 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 in their local languages, 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.

Average number of complaints registered during a month with the National Consumer Helpline, including other digital communication channels, is as per the table below:

Financial Year	Average number of dockets registered on monthly basis
Apr'24 - Dec'24 (2024- 25)	1,13,551
2023 – 2024	1,02,976
2022 – 2023	83,832

Consumer complaints registered through the National Consumer Helpline, including other digital communication channels during the last three years State-wise is as per **Annexure I**.

ANNEXURE REFERRED TO IN REPLY TO RAJYA SABHA UNSTARRED QUESTION NO.882 DUR FOR ANSWER ON 11.02.2025 REGARDING “ENHANCING CONSUMER GRIEVANCE REDRESSAL MECHANISMS”.

Details of grievances registered on the National Consumer Helpline

Sl. No.	State	Grievances Registered FY 2022-23	Grievances Registered FY 2023-24	Grievances Registered Apr'24 - Dec'24 (2024- 25)
1	Andaman Nicobar	698	936	679
2	Andhra Pradesh	31967	41113	33296
3	Arunachal Pradesh	1603	3734	14904
4	Assam	10849	13808	12838
5	Bihar	60270	70069	56110
6	Chandigarh	3677	3700	2844
7	Chhattisgarh	10870	13734	10944
8	Dadra & Nagar Haveli	253	389	348
9	Daman & Diu	203	293	179
10	Delhi	85672	96709	83302
11	Goa	2284	3161	2598
12	Gujarat	48391	63997	50704
13	Haryana	47737	54056	44145
14	Himachal Pradesh	5250	6658	5221
15	Jammu & Kashmir	6979	8443	6913
16	Jharkhand	18159	21061	16366
17	Karnataka	60032	76867	68373
18	Kerala	21128	33635	31082
19	Ladakh	126	145	176
20	Lakshadweep	25	266	106
21	Madhya Pradesh	53542	65396	49738
22	Maharashtra	106975	134133	112188
23	Manipur	354	368	318
24	Meghalaya	552	711	560
25	Mizoram	93	130	127
26	Nagaland	249	322	279
27	Odisha	21107	27220	21731
28	Puducherry	612	962	859
29	Punjab	21910	24984	19694
30	Rajasthan	81273	81532	58270
31	Sikkim	352	531	453
32	Tamil Nadu	31489	49939	39326
33	Telangana	43472	53432	45036
34	Tripura	1786	2233	1997
35	Uttar Pradesh	146655	186576	143452
36	Uttrakhand	11934	14611	11368
37	West Bengal	67457	79856	75434
Total		1005985	1235710	1021958