

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

**LOK SABHA  
UNSTARRED QUESTION NO. 2087  
TO BE ANSWERED ON 31.07.2018**

**COMPLAINTS ON NATIONAL CONSUMER HELPLINE**

2087. SHRIMATI DARSHANA VIKRAM JARDOSH:  
(OIH)

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

- the number of persons who did online shopping in the country during the last three years;
- the total amount incurred by people and purchase of goods through e-commerce;
- the number of complaints received by National Consumer Helpline during the last three years;
- the number of complaints redressed out of these;
- whether there is any scheme under consideration of the Government to create awareness among consumers; and
- if so, the details thereof?

**ANSWER**

**उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण राज्य मंत्री  
(श्री सी. आर. चौधरी)**

**THE MINISTER OF STATE  
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
(SHRI C. R. CHAUDHARY)**

(a) & (b): As per the NASSCOM data, the Indian e-commerce market was USD 33 billion and growing at a rate of 19% in the FY 2017. As per the NASSCOM Information Technology Strategic Report 2017, the Indian e-commerce industry is expanding in tier II/ tier III regions and with 40 % share, online retails traverse is visible or known in India.

(c) & (d): The number of complaints received by National Consumer Helpline (NCH) for convergence companies related to e-commerce and complaints disposed since August 2016 to March 2018 are as under:-

<b>Year</b>	<b>Total dockets registered under e-commerce for convergence companies</b>	<b>Redressal</b>
*12 Aug 2016 – 31 Mar 2017	17495	15398 (88%)
1 Apr 2017 – 31 Mar 2018	50820	48043(95%)

\*Prior to August 2016, the role of NCH was primarily restricted to tendering advice to the consumers as to how to get their complaints resolved. Since August 2016, the NCH has been taking steps to get the grievances of the consumers resolved.

(e) & (f) : There is a National level scheme of media awareness campaign – “Jago Grahak Jago”. The Jago Grahak Jago campaign endeavours to create consumer rights awareness, pro-active consumer behaviour and consumer protection.