



Year-End Review 2025: Driving Digital Justice, Consumer Trust and Quality in India's Marketplace

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a. Flagship Reforms and High-impact Initiatives

(e-Jagriti, NCH, BIS standards, Legal Metrology reforms)

b. Capacity Building and Institutional Strengthening

(NTH, awareness, price monitoring, infrastructure)

The year 2025 marked a defining phase for the Department of Consumer Affairs as consumer protection in India moved decisively towards speed, accessibility and trust. Through large-scale digital transformation, market stabilisation measures, modernised standards and stronger institutional partnerships, the Department ensured that consumer welfare remained central to India's evolving marketplace.

From paperless consumer courts and AI-enabled grievance redressal to safer household products, accurate trade practices and expanded testing infrastructure, the year reflected a shift from reactive regulation to responsive, technology-driven governance.

2025 at a Glance

- Over 2.8 lakh users onboarded on the e-Jagriti platform
- More than 1.31 lakh consumer cases disposed digitally
- ₹27.61 crore refunds facilitated through the National Consumer Helpline
- Daily price monitoring across 575 centres nationwide
- 12 GATC certificates issued to strengthen Legal Metrology infrastructure
- New BIS standards released to enhance consumer safety and product quality

1. Digital Transformation of Consumer Justice

e-Jagriti: Speed, Simplicity and Access

A landmark reform of 2025 was the nationwide rollout of e-Jagriti on 1 January 2025 a unified, end-to-end digital platform that transformed consumer dispute resolution in the country. By integrating legacy systems such as **CONFONET, e-Daakhil, OCMS and NCDRC-CMS**, the platform enabled seamless digital filing, hearings, case management and judgments under a single interface. Designed around citizen convenience, e-Jagriti introduced multilingual access, OTP-based registration, encrypted document exchange, virtual hearings, voice-to-text support and real-time case tracking. The platform significantly reduced physical visits, litigation costs and procedural delays, making consumer justice accessible even from remote locations and overseas.

By mid-November 2025, over **2.81 lakh users**, including **1,400 NRIs**, had registered on the platform, with complaints filed from countries such as the United States, United Kingdom, UAE, Canada and Australia. More than **1.35 lakh** cases were instituted, while over 1.31 lakh cases were disposed, reflecting faster disposal and reduced pendency across consumer commissions.

To support effective implementation, the Department conducted extensive training programmes and introduced weekly Jansunwai sessions, providing real-time technical support and grievance resolution.

The platform has significantly reduced the cost, time and complexity of pursuing consumer disputes, particularly benefiting senior citizens, women and consumers in remote areas.

2. Strengthening the Consumer Protection Framework

Alongside digital reforms, the Department continued to strengthen institutional capacity under the Consumer Protection Act, 2019. Amendments to recruitment rules for Group ‘A’ posts in the National Consumer Disputes Redressal Commission were notified to enhance efficiency and administrative effectiveness.

The Department also held multiple stakeholder consultations during the year, engaging consumer commissions, industry bodies, e-commerce platforms, voluntary consumer organisations and academia. These consultations focused on emerging challenges such as misleading advertisements, unfair online trade practices and leveraging technology for faster justice delivery.

Under the Strengthening Consumer Commissions scheme, financial assistance of **₹7.31 crore** was released to States during the current financial year to upgrade infrastructure and improve service delivery.

3. Consumer Awareness and Outreach

Consumer awareness initiatives in 2025 focused on scale, inclusivity and last-mile outreach. The flagship “Jago Grahak Jago” campaign continued across digital, print and outdoor platforms, educating consumers on their rights, safe consumption practices and available redressal mechanisms.

To reach citizens without smartphones or stable internet access, the Department conducted **nationwide IVRS voice call campaigns and SMS outreach in 11 languages**. Awareness activities were also taken to mass public gatherings, including Maha Kumbh Mela 2025, which witnessed an estimated footfall of over 66 crore people. Innovative initiatives such as Amar Chitra Katha comic books on consumer rights, distributed through schools and digital platforms, helped sensitise young consumers. Weekly virtual interactions with Panchayats further strengthened consumer awareness at the grassroots level.

4. National Consumer Helpline: Quick and Accessible Resolution

The National Consumer Helpline (NCH) continued to serve as the first point of grievance redressal for consumers. **Available in 17 languages**, the helpline enables complaint registration **through toll-free number 1915**, WhatsApp, SMS, mobile app, web portal, UMANG and email.

The number of convergence partners increased to **1,169 companies**, enabling faster pre-litigation resolution of grievances. Technological upgrades under NCH 2.0, including AI-based speech recognition, multilingual chatbots and automated translation tools, further enhanced accessibility.

Between April and October 2025, the helpline facilitated refunds amounting to ₹27.61 crore across 49,333 cases. For millions of consumers, the helpline has emerged as a fast, non-adversarial alternative to litigation.

5. Price Monitoring and Market Stabilisation

The Department continued daily monitoring of prices of essential commodities through the Price Monitoring System, collecting data from 575 centres across the country.

Targeted interventions under the Price Stabilisation Fund (PSF) helped manage price volatility in pulses, onion, potato and tomato. During 2025-26, onion prices remained largely stable due to higher production and timely buffer stock operations, including discounted retail sales and efficient rail-based transportation. The Tomato Grand Challenge continued to promote innovative solutions to strengthen the tomato value chain and ensure affordability for consumers.

6. Legal Metrology: Accuracy, Fairness and Ease of Compliance

Legal Metrology reforms during the year focused on ensuring accurate trade transactions while reducing compliance burden. New rules were notified for instruments such as gas meters, moisture meters, radar speed measuring equipment and breath analysers.

A major step towards public–private collaboration was the awarding of **12 Government Approved Test Centre (GATC) certificates to 11 private entities**. This expansion significantly enhanced verification capacity, reduced waiting time for businesses and strengthened consumer protection through regulated private participation. The e-Maap portal, under implementation, aims to integrate State Legal Metrology systems into a unified national digital platform.

These reforms directly impact everyday transactions, ensuring fairness and transparency in the marketplace.

7. Bureau of Indian Standards: Safer Products, Stronger Confidence

The Bureau of Indian Standards (BIS) continued to strengthen India’s quality ecosystem through standardisation, certification, hallmarking and laboratory modernisation.

A key highlight of 2025 was the release of a new BIS Indian Standard for incense sticks (Agarbatti) by Union Minister Shri Pralhad Joshi, aimed at enhancing consumer safety and product quality for a widely used household product.

BIS also expanded mandatory hallmarking coverage, introduced HUID marking for silver jewellery, strengthened laboratory infrastructure and deepened engagement with industry and academia. With **HUID** mandatory on silver articles, each piece carries a unique 6-digit code that enables complete digital traceability and enhanced consumer protection. With over **17.35 lakh** articles already hallmarked under HUID system, the initiative driving greater transparency, accountability and confidence among consumers and stakeholders.

8. National Test House: Expanding Testing and Research Capabilities

The National Test House (NTH) advanced its modernisation agenda through diversification of testing services and digital upgrades. A significant milestone was the signing of a Memorandum of Understanding with the Defence Research and Development Organisation (DRDO) and Defence Materials & Stores Research & Development Establishment (DMSRDE) to strengthen collaboration in advanced research, testing and evaluation.

NTH expanded capabilities in emerging areas such as electric vehicles, renewable energy, drones, defence equipment and food testing, improving efficiency and turnaround time.

9. National Consumer Day 2025

National Consumer Day 2025 was observed with the theme “Efficient and Speedy Disposal through Digital Justice”, highlighting the transformative role of digital platforms in delivering timely, transparent and accessible consumer justice.

Building on the momentum of 2025, the Department of Consumer Affairs is focused on deepening digital justice delivery, strengthening Legal Metrology reforms, expanding standardisation outreach and enhancing testing and verification capacity to support a rapidly evolving marketplace.

The initiatives undertaken in 2025 reflect the Department of Consumer Affairs' commitment to consumer-centric governance, fair markets and quality assurance. By combining digital innovation, regulatory reforms, awareness outreach and institutional collaboration, the Department has reinforced trust in India's marketplace and empowered consumers across the country. As India's economy grows and digital commerce expands, the Department remains steadfast in ensuring that fairness, safety, transparency and accountability continue to define the consumer experience.

For more details [**click here**](#)

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(रिलीज़ आईडी: 2220865) आगंतुक पटल : 321
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