



Report-May 2014



Project of Union Ministry of Consumer Affairs, Food and Public Distribution

National Consumer Helpline

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NCH operations shifted to new premises at IIPA

National Consumer Helpline, a flagship project of the Union Ministry of Consumer Affairs, Govt of India was, for the last nine years, operating from the premises of the Delhi School of Economics, University of Delhi.

With effect from April 2014, the National Consumer Helpline, under a new MOU with Indian Institute of Public Administration (IIPA), has been relocated from the University of Delhi to Indian Institute of Public Administration (IIPA), New Delhi under the umbrella of Centre for Consumer Studies (CCS). CCS came into existence in 2007 to act a 'think tank' for the research and policy related issues on consumer protection and consumer welfare. It is a dedicated centre and has been set up by the Ministry of Consumer Affairs, Food, and Public Distribution, Government of India at IIPA. The Centre keeps abreast of the long- term policies to position itself as a major contributor to the identification of issues and priorities as well as solutions to ensure better protection of consumers.

The National Consumer Helpline, now part of CCS, IIPA will continue to give advice, guidance and help to aggrieved consumers who call up the toll free number 1800-11-4000 from any part of the country and report their consumer related grievance. The team at NCH – both frontline counsellors and the senior team members have relocated to IIPA, and operate from the IIPA premises at IP Estate, New Delhi.

On 9th May, 2014, the Secretary, Dept of Consumer Affairs – Mr Keshav Desiraju visited IIPA to see 'firsthand' the NCH operations at its bright and spacious new premises on the ground floor of the Indian Institute of Public Administration . Along with him, the other delegates - all senior officials of the Department of Consumer Affairs, namely, Additional Secretary Mr G Gurucharan, Sr. Economic Advisor Smt. Chandralekha Malviya, Joint Secretary Mr. Manoj Parida and Director, Mr GN Singh. The Secretary was welcomed warmly with a bouquet by Mr. T Chatterjee, Director IIPA along with Prof. Suresh Misra, Chair Professor, Centre for Consumer Studies (CCS), Mr GN Sreekumaran, Consultant, CCS, Mr RC Mangla, Consultant CCS, amongst other IIPA officials. Ms. Deepika Sur, Project Manager explained in detail the working of the helpline.

The continued support from all will help NCH in striving for higher goals in the area of Consumer Empowerment. We are pleased to submit the first monthly report from IIPA.



Deepika Sur
Project Manager

Prof. Suresh Misra
Project Director

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A snapshot of the month of May 2014

- ✓ The total no. of calls that landed on the inbound number on 14 ports was 12506. Calls answered were 7685, and docketed made/ updated from calls (both inbound & outbound) were 6700. Complaints registered online at NCH Website were 2119 in April and 2145 in May 2014. Hence, the total number of docketed made in the month at NCH was 10964.
- ✓ The maximum numbers of calls were from Delhi – 2487 calls, forming 22.68% of total calls. Percentage of calls from Delhi has more or less remained the same - from 22.61% in May 2013 to 22.68% in May 2014. The rest of the top five states are Uttar Pradesh, Maharashtra, Haryana and Rajasthan registering between 16% to 7% of total calls
- ✓ The 'Product' sector contributed 23.95% of the calls i.e. 2626. Telecom is at the second position at 17.95%. The rest of the top five sectors are 'E-commerce', 'Banking' and Insurance, registering between 9% to 4% of total calls..Calls related to Telecom, Products, E-Commerce, LPG/PNG, Automobiles and Education have shown an increased share of percentage, compared to same month last year.
- ✓ Responses to complaints/ feedback received for May 2014 are 1491. Out of this, 1346 complaints were responded to by various companies under convergence. 145 consumers either called back on the helpline to inform that their complaint has been resolved or informed of the resolution of their complaint through email/fax/ letter.
- ✓ Website www.nationalconsumerhelpline.in has registered a total hit count of 1,45,355 during the month. There has been an upward trend of the hits on the website from consumers
- ✓ Consumer detriment in the month of May 2014 has been computed at Rs.30, 35,51,655 for 3568 docketed. This was calculated on the basis of average consumer detriment value in each sector. This month value wise the top sectors for consumer detriment are Real Estate, Life Insurance, Automobiles, Legal and Products.
- ✓ The server was not working (downtime) for cumulatively over 8 hours in the month (492 minutes) and individual PC's downtime was for almost 6 hours cumulatively (348 minutes)
- ✓ On the manpower front, there were 4 new junior counselors appointed. Also, one junior counselor was taking care of System Administration, and another junior counselor is deputed at the facilitation desk at Krishi Bhavan. As per the approved strength, we are short by one Web developer and one junior counselor.

GEOGRAPHICAL DISTRIBUTION

NCH received 10964 calls / Complaints at the Call centre and NCH website during the month. The State wise distribution of 10964 cases handled during the month is as under: -



Geographical Distribution of Calls for May 2014			
S.No.	State	Count	%Age
1	DELHI	2487	22.68
2	UTTAR PRADESH	1717	15.66
3	MAHARASHTRA	1264	11.53
4	HARYANA	806	7.35
5	RAJASTHAN	713	6.50
6	WEST BENGAL	537	4.90
7	MADHYA PRADESH	448	4.09
8	GUJARAT	440	4.01
9	BIHAR	421	3.84
10	KARNATAKA	376	3.43
11	PUNJAB	319	2.91
12	ANDHRA PRADESH	300	2.74
13	TAMILNADU	216	1.97
14	JHARKHAND	145	1.32
15	ODISHA	135	1.23
16	JAMMU & KASHMIR	110	1.00
17	CHHATTISGARH	109	0.99
18	UTTRAKHAND	92	0.84
19	HIMACHAL PRADESH	85	0.78
20	KERALA	74	0.67
21	ASSAM	56	0.51
22	CHANDIGARH	37	0.34
23	GOA	36	0.33
24	TRIPURA	18	0.16
25	MEGHALAYA	5	0.05
26	PUDUCHERRY	3	0.03
27	DAMAN & DIU	3	0.03
28	ANDAMAN NICOBAR	2	0.02
29	DADRA & NAGAR HAVELI	2	0.02
30	NAGALAND	2	0.02
31	SIKKIM	2	0.02
32	MANIPUR	1	0.01
33	ARUNACHAL PRADESH	1	0.01
34	LAKSHDWEEP	1	0.01
35	Not Identified/ Abroad	1	0.01
Grand Total		10964	100.00 **

- The above report is based on the total number of dockets made / updated at Call centre in May 2014 and complaints received at NCH Website in April & May 2014 i.e. 10964

SECTORAL BREAK-UP OF CALLS

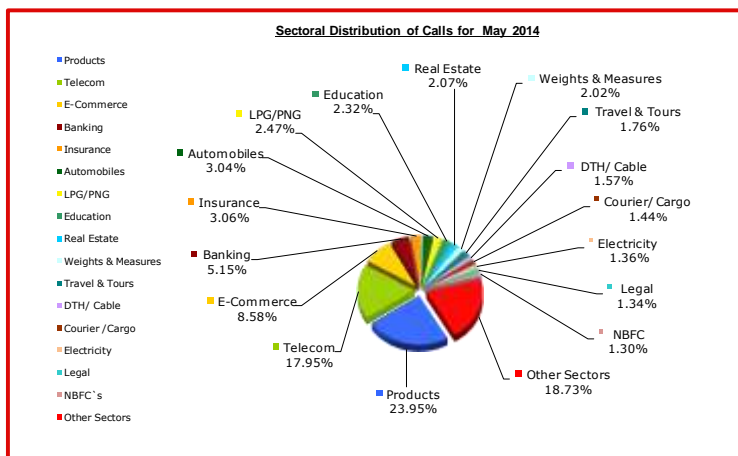
Top Ten Sectors for the month of May 2014

S.No.	Sectors	Calls	%Age
1	Products	2626	23.95
2	Telecom	1968	17.95
3	E-Commerce	941	8.58
4	Banking	565	5.32
5	Insurance	336	4.09
6	Automobiles	316	3.12
7	LPG/PNG	271	2.80
8	Education	254	2.01
9	Real Estate	227	1.82
10	Weights & Measures	221	1.82
11	other Sectors	3239	29.54
Total		10964	100.00

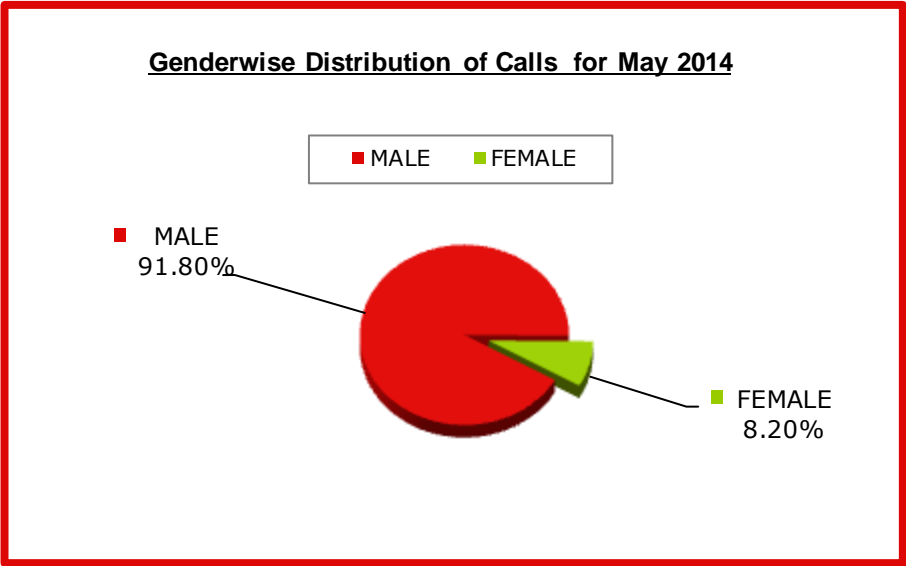
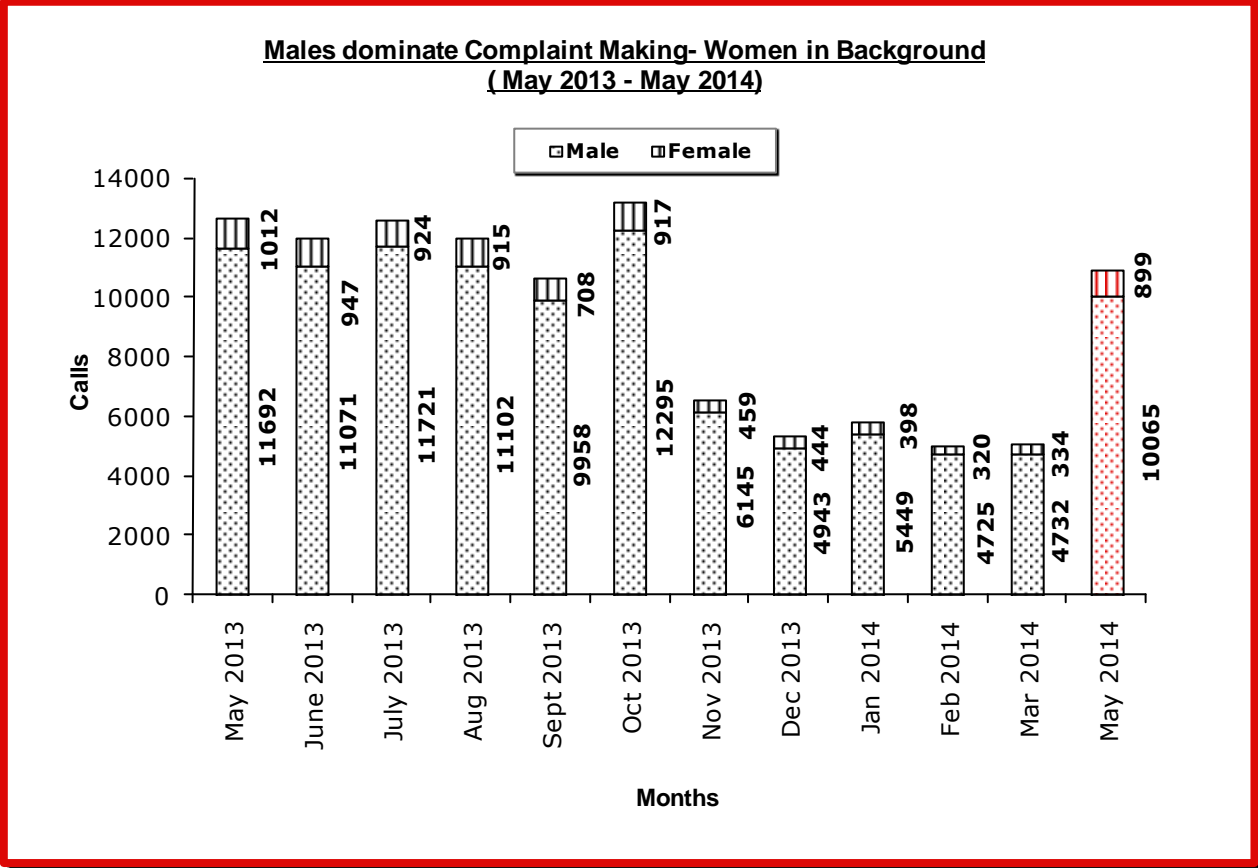
Other Sectors

S.No.	Sectors	Calls	%Age
1	Travel & Tours	207	1.89
2	DTH/ Cable	172	1.57
3	Courier /Cargo	160	1.46
4	Electricity	156	1.42
5	Fraudulent Complaints	146	1.33
6	Legal	135	1.23
7	NBFC`s	132	1.20
8	Postal	127	1.16
9	Placement Agency	112	1.02
10	Airlines	107	0.98
11	Medical Negligence	102	0.93
12	Public Distribution System	75	0.68
13	Food	68	0.62
14	VAT	55	0.50
15	Railways	51	0.47
16	Packers & Movers	45	0.41
17	RTI	42	0.38
18	Medical Others	29	0.26
19	Publication	26	0.24
20	Drugs & Cosmetics	21	0.19
21	Hall Mark	21	0.19
22	Share & Brokerag	20	0.18
23	Railway Enquiry	19	0.17
24	Employees Provident Fund	18	0.16
25	Water	17	0.16
26	Petroleum	16	0.15
27	UIDAI Authority	16	0.15
28	Public Transport	13	0.12
29	Mediation Centre	11	0.10
30	Mutual Funds	10	0.09
31	PASSPORT	7	0.06
32	MISLEADING ADS	6	0.05
33	PAN CARDS	4	0.04
34	Service Tax	4	0.04
35	Beauty Services	3	0.03
36	Agmark	2	0.02
37	Jewellery	2	0.02
38	Women Helpline	2	0.02
39	Bar Council	1	0.01
40	Commodity	1	0.01
41	Corporation	1	0.01
42	Pharmacy Council of India	1	0.01
43	General Enquiry	836	7.62
44	others-Service	240	2.19

Sectoral Distribution of Calls for May 2014



GENDER WISE DISTRIBUTION



COMPARATIVE STUDY

Comparison of calls received from Top Ten States in May 2014 (as compared to May 2013)						
S.No. State	May 2013		May 2014		Increase/ Decrease (in %Age)	
	Calls	%Age	Calls	%Age		
1 DELHI	2873	22.61	2487	22.68	↑	
2 UTTAR PRADESH	2232	17.57	1717	15.66	↓	
3 MAHARASHTRA	1437	11.31	1264	11.53	↑	
4 HARYANA	951	7.49	806	7.35	↓	
5 RAJASTHAN	835	6.57	713	6.50	↓	
6 WEST BENGAL	560	4.41	537	4.90	↑	
7 MADHYA PRADESH	542	4.27	448	4.09	↓	
8 GUJARAT	563	4.43	440	4.01	↓	
9 BIHAR	623	4.90	421	3.84	↓	
10 KARNATAKA	295	2.32	376	3.43	↑	

* Delhi, Maharashtra, West Bengal, and Karnataka have shown an increased share of calls in May 2014 in comparison to the last year, same month i.e. May 2013

Comparison of calls received from States from which low number of calls were received in May 2014 (as compared to May 2013)					
S.No. State	May 2013		May 2014		Increase/ Decrease in %Age
	Calls	%Age	Calls	%Age	
1 ANDAMAN NICOBAR	4	0.03	2	0.02	▼
2 DADRA & NAGAR HAVELI	1	0.01	2	0.02	▲
3 NAGALAND	1	0.01	2	0.02	▲
4 SIKKIM	1	0.01	2	0.02	▲
5 MANIPUR	3	0.02	1	0.01	▼
6 ARUNACHAL PRADESH	1	0.01	1	0.01	No Change
7 LAKSHDWEEP	0	0.00	1	0.01	No Change
					▲

Publicity of our toll free number needs to be done in the above mentioned states so that consumers know where to call for consumer guidance and advice.

INHOUSE TRAINING PROGRAMME

Consumer have to be informed and guided by our counsellors, hence it is imperative that the counsellors are empowered with the latest policies, judgments, redressal mechanisms. to ensure that quality in advise given is maintained, training is organized every morning. a daily session of half an hour from 9 AM to 9:30 AM every morning is mandatory for all counsellors to attend. This enhances the knowledge base of NCH that helps us serve consumers better.

Training Sessions held in the month of May 2014	
Date	Topics Covered
5-May	Refresher Training for NCH Counsellors- BFSI sector FOPs & Case studies
6-May	Refresher Training for NCH Counselors - Telecom sector FOPs & Case studies
12 May	Brief on Education - Overview of Higher Education & Complaints
13 May	Education - Grievance Redressal Agencies & Mechanism
15 May	Education - Role of UGC, AICTE & Distance Education Bureau
16 May	Telecom - Latest Regulations & Directions issued by TRAI
17 May	Telecom - Quality of Services & Grievance Redressal Systems
19 May	Right to Education- brief about the RTI Act 2013
20 May	Broadband - QoS Benchmark & Consumer Empowerment
21 May	Banking - Types of Banks, Accounts and basic functions (CASA)
22 May	Banking- Deposits, Loans , Debit Cards & Credit Cards
23 May	Banking- Consumer Grievance Redressal Agencies
24 May	Banking- Question & Answers
26-May	NBFC- Overview & its Types of NBFCs
27-May	NBFC -Rules, Directives & Regulations of RBI,NHB,SEBI,MCA
28-May	NBFC Grievance Redressal Agencies & Hierarchy of Complaint Cycle
29-May	Role of Company Law Board & ROC in NBFCs
30-May	MCA - WatchoutInvestors.com - Pre Advisories for Consumers in NBFCs
31-May	NBFCs- Questions & Answers

Full Day Induction Training for New Joinees in May 2014	
Date	Topics Covered
7th May	NCH Functions & Operations, Role of NCH in Consumer Advice, Guidance
8th May	Consumer Protection Act- Description about CPA & Definition & Sections
9th May	Sectors - Consumer Durables, Telecom & NCH Three Tier Mechanism
10th May	Sectors - Banking, Insurance & Regulatory Framework
12th May	Sectors - LPG & PNG, Electricity, Cable & DTH, Medical Negligence
13th May	Right to Information Act & Consumer Empowerment
15th May	Sectors - Public Distribution System, Drugs & Cosmetics & FSSAI etc
16th May	Sectors Covered - NBFC & Education

The induction training provides new joinees all the material required for counseling, thereafter they are put on budding with experienced Counsellors for the next one week, after which they are put on calls.

CONVERGENCE @ NCH



NCH receives a large number of complaints over its widely advertised and publicized Toll Free No 1800 11 4000, under the popular 'Jago Grahak Jago' campaign of the Ministry.

Under the normal course we advise these customers to approach Corporate/ Customer care/ Supportive team in the company/ organisation and in the event of them remaining unsatisfied, approach the higher tiers. Resorting to legal remedies however, is suggested as the last resort only.

As a part of our Convergence initiative, for selected organizations that have shown their willingness to join this initiative, we consolidate the complaints received at NCH, and forward it to their nominated /designated official with full consumer particulars captured at our end. These complaints are attended to by these organizations as per their in-company redressal systems and a feedback is sent to the customer as well as to NCH.

The following table shows the progress of complaints under the Convergence System.

S.No	Month	Complaints
1	May 2013	2480
2	June 2013	2174
3	July 2013	2636
4	August 2013	2141
5	September 2013	2229
6	October 2013	1833
7	November 2013	1335
8	December 2013	1118
9	January 2014	1093
10	February 2014	1295
11	March 2014	902
12	May 2014	1946

From March 2014, NCH was functioning at 50% capacity

Online Complaints on NCH Website

The National Consumer Helpline website with online complaint handling system is an interface between consumers and companies under convergence with NCH. It facilitates escalation and resolution of the consumer complaints directly through the web.

This system provides a platform where consumers and companies can interact with each other virtually. Complaints logged by consumers can directly be seen by 67 companies who can put their remarks and resolutions, which are accessible to the consumers. In the month of April and May 2014, NCH has received 1444 online complaints of companies under convergence, as of the total 203; only 67 companies were active in the online system. The total offline and online complaints for convergence companies received was 1946 as shown in the table above. The total number of complaints received in the NCH online system was 4264... Efforts are being made to contact all the complainants through outbound calls on a limited basis.

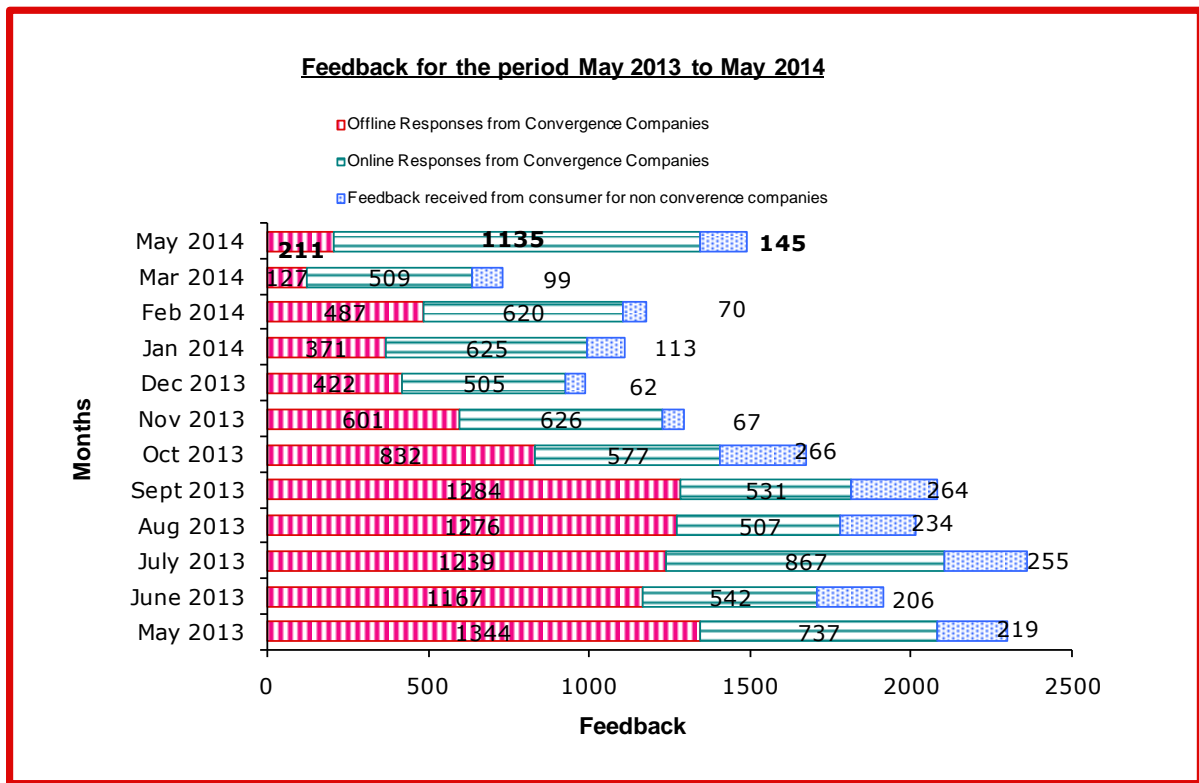
List of companies enrolled under Convergence

Convergence @ NCH			
S.No	Banking Sector	S.No. Manufacturing Companies	S.No Automobiles
1	Axis Bank	51 Acer India Pvt Ltd.	129 Bajaj Auto Ltd.
2	Barclays Bank PLC	52 Adidas India Marketing Pvt. Ltd.	130 BSA Motors
3	Canara Bank	53 Aero Club (Woodland India)	131 Eicher Motors Ltd.
4	Citi Bank	54 Amaraja Batteries Ltd.	132 General Motors India Pvt.Ltd.
5	Deutsche Bank PBC India	55 Apollo Tyres Ltd.	133 Hero Motors Ltd.
6	Development Credit Bank Ltd.	56 Bajaj Electricals Ltd.	134 Honda Motorcycle & Scooter India Pvt. Ltd.
7	HDFC Bank Ltd.	57 Bata Shoe Company Private Ltd..	135 Honda Siel Cars India Ltd.
8	HSBC Ltd.	58 Beetal	136 Hyundai Motor India Ltd.
9	ICICI Bank Ltd.	59 Best IT world India Pvt. Ltd (I- Ball)	137 India Yamaha Motor Pvt Ltd.
10	IDBI Bank Ltd.	60 Blackberry	138 Mahindra & Mahindra Ltd.
11	Indus Ind Bank	61 Blue Star	139 Royal Enfield (A Unit of Eicher Motors Ltd.)
12	ING Vysya Bank Ltd.	62 Carrier Airconditioning & Refrigeration Ltd.	140 Skoda Automobiles Ltd.
13	Kotak Mahindra Bank Ltd.	63 Colgate Palmolive India Ltd.	141 TATA Motors
14	Punjab National Bank	64 Datawind Ltd. (Akash Tablet)	142 TVS Motor Company
15	RBS N.V	65 Dell India Pvt. Ltd.	143 Yo Bikes (Electrotherm India Ltd)
16	Standard Chartered Bank	66 EKL Appliances Ltd.	
17	Union Bank of India	67 Epson India	E-Commerce
18	Yes Bank	68 Eureka Forbes	144 100bestbuy.com
	Telecom	69 Exide Industries Ltd.	145 Compact International (Deals 4 All)
19	Aircel Ltd.	70 Fedders Lloyd Corporation Ltd.	146 eBay India Private Ltd.
20	Bharti Airtel Ltd.	71 Godrej & Boyce Manufacturing Company Ltd.	147 Flipkart.com
21	IDEA Cellular Ltd.	72 Gujarat Cooperative Milk Marketing Federation (Amul)	148 Future Bazaar India Ltd.
22	Mahanagar Telephone Nigam Ltd. (MTNL, Delhi)	73 Haier Appliances (India) P. Ltd.	149 Indiatimes.com
23	Mahanagar Telephone Nigam Ltd. (MTNL, Mumbai)	74 HCL Infosystems Ltd.	150 Infibeam.com
24	Matrix Telecom	75 Hewlett-Packard Company	151 MakeMyTrip India Pvt. Ltd.
25	Reliance Communications Ltd.	76 Hindustan Unilever Ltd.	152 Myntra.com
26	Sistema Shyam TeleServices Ltd.. (SSTL), MTS	77 Hitachi Home & Life Solutions (India) Ltd.	153 Naaptol.com
27	Tata Docomo	78 HTC India Ltd	154 Rediff.com India Ltd.
28	Tata Tele Services Ltd.	79 IFB Industries Ltd.	155 Snapdeal.com
29	Uninor India - Unitech Wireless Pvt. Ltd	80 Intex Technologies (India) Ltd.	156 STAR CJ Network India Pvt. Ltd.
30	Vodafone Essar Ltd.	81 Infiniti Retails Ltd (Croma)	157 Telebrands India
	Broadband	82 Ion Exchange (India) Ltd. (Zero B)	158 TV18 Home Shopping Network Ltd.
31	Sify Technologies Ltd.	83 Karbonn Mobiles	159 TVC SKY SHOP Ltd.
32	Tikona Digital Networks	84 Kent RO Systems Ltd.	160 Yatra Online Pvt. Ltd.
	Broadcaster	85 Khaitan Electricals	161 Yebhi.com
33	Airtel Digital TV	86 Kingtech Electronics (India) Pvt. Ltd. (G Five Mobiles)	Insurance
34	Dish TV India Ltd.	87 LAVA International Ltd.	162 Aegon Religare General Insurance
35	Bharat Business Channel Ltd. (Videocon D2H)	88 Lenovo India Pvt.Ltd.	163 Apollo Munich Health Insurance Company Ltd.
36	Reliance BIG TV Ltd.	89 LG Electronics India Pvt. Ltd.	164 Aviva Life Insurance Company India Ltd.
37	SUN Direct TV (P) Ltd.	90 Luminous Power Technologies Ltd.	165 Bajaj Allianz General Insurance Company Ltd.
38	Tata Sky Ltd.	91 M&B Footweares Pvt. Ltd. (Lee Cooper)	166 Bajaj Allianz Life Insurance Company Ltd.
	Electricity	92 Madura Fashion Lifestyle	167 Bharti AXA General Insurance
39	BSES - Rajdhani Power Ltd.	93 MAXX Mobile Communications Ltd.	168 Bharti AXA Life Insurance
40	BSES - Yamuna Power Ltd.	94 Meridian Mobiles Pvt. Ltd. (FLY Mobiles)	169 Birla Sun Life Insurance
41	Tata Power Delhi Distribution Ltd (NDPL)	95 Micromax Infomatics Ltd	170 Future Generali
	Publication	96 Microtek Power Ltd	171 HDFC ERGO General Insurance Company Ltd.
42	The India Today Group	97 Moser Baer India Ltd.	172 HDFC Standard Life Insurance Company Ltd.
43	Consumer VOICE	98 Motorola India Pvt. Ltd.	173 ICICI Lombard General Insurance Co. Ltd.
	Courier	99 Nike India	174 ICICI Prudential Life Insurance Company Ltd.
44	Blazeflash Couriers Ltd.	100 Nokia India Pvt. Ltd.	175 IDBI Federal Life Insurance
45	DTDC Courier & Cargo Ltd.	101 Onida(MIRC Electronics Ltd.)	176 IFFCO-Tokio General Insurance
46	Trackon Couriers Pvt Ltd.	102 Orient Electricals Ltd	177 ING Vysa Life Insurance Company Ltd.
	Shares & Securities	103 Panasonic India Pvt. Ltd.	178 Kotak Mahindra Old Mutual Life Insurance Ltd.
47	Indiabulls Securities Ltd.	104 Pantel Technologies Ltd.	179 Max Bupa Health Insurance Co. Ltd.
48	Religare Securities Ltd.	105 Philips India Ltd.	180 Max Life insurance Co. Ltd.
	Travel & Tours	106 Pratham telecom Pvt Ltd.. (Sagem)	181 MetLife Insurance
49	Mahindra Holidays & Resorts India Ltd. (Club Mahindra)	107 Red Chief (Leayan Global Pvt. Ltd.)	182 MS Cholamandalam General Insurance
	Petroleum & Natural Gas & LPG	108 Reebok India	183 National Insurance Co. Ltd
50	Indraprastha Gas Ltd.	109 Samsung India Electronics Ltd.	184 Reliance General Insurance Co. Ltd.
		110 Singer India	185 Reliance Life Insurance Company Ltd.
		111 Sleepwell Mattresses	186 Royal Sundaram Alliance Insurance Company Ltd.
		112 Sony Ericsson Mobile Communications India PVT. Ltd.	187 SBI Life Insurance Company Ltd.
		113 SONY India Pvt. Ltd.	188 Sri Ram Life Insurance Co. Ltd.
		114 Spice Mobility Ltd.	189 Sriram General Insurance Co. Ltd
		115 Sports Lifestyle Pvt Ltd. (Lotto shoes)	190 Star Health & Allied General Insurance Co. Ltd.
		116 SU-KAM POWER SYSTEMS Ltd.	191 Tata AIG General Insurance Company Ltd.
		117 Sunflame Enterprises Pvt Ltd.	192 Tata AIG Life Insurance Company Ltd.
		118 Super Cassettes Industries Ltd.. (T-Series)	193 United India Insurance Co. Ltd
		119 Symphony Comfort Systems Ltd.	194 Universal SOMPO General Insurance
		120 Tata Chemicals Ltd. (Tata Swatch)	NBFC
		121 Toshiba India Pvt. Ltd.	195 Bajaj Auto Finance Ltd.
		122 TTK Prestige Ltd.	196 Bajaj Consumer Finance Ltd
		123 Usha International Ltd.	197 Barclays Investments and Loans (India) Ltd.
		124 Value Industries Ltd. (Cover Videocon appliances , Akai, Sansui ,Kenstar & Hxundaj)	198 Birla Sun Life Asset Management Company Ltd.
		125 Videocon Industries (Mobiles)	199 CitiFinancial Consumer Finance India Ltd..
		126 Voltas Ltd.	200 ICICI Home Finance Pvt. Ltd.
		127 Whirlpool India Ltd.	201 IDBI Home Finance Ltd.
		128 Zen Mobiles	202 Mahindra & Mahindra Financial Services Ltd.
			203 Tata Motors Finance Co. Ltd.

CONSUMER RESPONSE

1491 complaints responded to in the month

National Consumer Helpline has taken up Convergence with various service providers and transmits data to participating companies. In April and May 2014, 1346 of 1491 responses were given by Convergence Companies while 145 consumers called back to inform about their resolution/ responses to NCH .



Responses under Convergence

Responses Received under Convergence					
S.No.	Name of the Company	Responses	S.No.	Name of the Company	Responses
1	Reliance Communication Ltd	182	22	Indiatimes.com	15
2	Vodafone Essar Ltd	165	23	Videocon d2h	15
3	Tata Teleservice Ltd	120	24	Samsung India Pvt Ltd.	10
4	100bestbuy.com	100	25	IFB Industries Ltd.	8
5	Aircel Ltd	80	26	Big TV	7
6	Bharti Airtel Ltd	79	27	Dell India Pvt. Ltd.	7
7	SnapDeal.com	64	28	IDBI Bank Ltd	7
8	Nokia India Pvt. Ltd	52	29	Max New York Life Insurance	5
9	HDFC Bank Ltd	49	30	Start CJ Shopping Network Ltd	5
10	ShopClues.com	41	31	Bajaj Allianz General insurance	3
11	Datawind	38	32	Citi bank	3
12	Flipkart Internet Pvt Ltd	37	33	INDUSIND BANK LTD	3
13	ICICI Bank Ltd	37	34	Bajaj Allianz Life insurance	2
14	BSES Rajdhani Power Ltd	33	35	Bharti AXA General Insurance Co ltd	2
15	LG India Ltd	31	36	BLUESTAR INDIA LTD	2
16	MakeMyTrip India Pvt. Ltd	28	37	Tata Power Delhi Distribution Company Ltd	2
17	Tata Sky	28	38	Tata - AIG Life Insurance	2
18	Rediff.com India Ltd.	25	39	AEGON Religare	1
19	Videocon Mobile	22	40	BSES Yamuna Power Ltd	1
20	Godrej Smartcare	17	41	Toshiba(Laptop)	1
21	Infibeam.com	17	Total		1346

- The total responses are those received from companies under convergence – online and offline.

Resolutions received through Telephone at NCH

Feedback received through Tel. / Fax/ Email/ Post		
S.No.	Name of the Company	No. of Resolutions
1	Indian Oil Corporation Ltd (IOCL)	12
2	BSNL	11
3	Business Unit Bharat Petroleum Corporation Limited, (BPCL)	11
4	STATE BANK OF INDIA	7
5	HPCL - LPG - HO	4
6	CANON	3
7	Hero MotoCorp Ltd	3
8	ALLAHABAD BANK	2
9	Delhi Jal Board (Head Office)	2
10	Kaunsa.com	2
11	MARUTI UDYOG LTD.- HEAD OFFICE	2
12	RAJASTHAN - Jaipur Vidyut Vitran Nigam Ltd.	2
13	TIKONA - Broad Band - R.O	2
14	PO - CPMG - MADHYA PRADESH	2
15	UP - Paschimanchal Vidyut Vitran Nigam Ltd.	2
16	CELKON IMPEX PVT LTD.	1
17	Coca Cola	1
18	Employees State Insurance Corporation (H)	1
19	HERO HONDA MOTORS LTD.	1
20	IRCTC	1
21	Muthoot Group - Corporate Office	1
22	Nikon India	1
23	SAHARA - NBFC - HO - WB	1
24	ORIENTAL BANK OF COMMERCE & GLOBAL TRUST BANK	1
25	Punjab & Sind Bank	1
26	Titan	1
27	Timtara.com	1
28	YOU Broadband & Cable India Ltd.	1
Other responses received , relate to:-		
29	Education	13
30	Product	12
31	Electricity	6
32	Postal	4
33	Public Distribution System	3
34	DTH / Cable	2
35	E-Commerce	2
36	Food Safety & Standards Authority of India	2
37	Life Insurance	2
38	LEGAL	2
39	Public transport	2
40	Real Estate	2
41	RTI	2
42	Automobiles	1
43	Medical Negligence	1
44	Mediation Centre	1
45	Other -Pakers & Movers	1
46	Service-others	1
47	Share & Brokerag	1
48	Telecom	1
49	Travel & Tours	1
50	UIDAI Authority	1
51	VAT	1
52	Weights & Measures	1
Grand Total		145

Administration and Finance

STAFF

Full Time Staff		
Sr. no.	Staff	In Numbers
1	Manager	1
2	Senior Counsellor	3
3	Junior Counsellor Supervisor	1
4	Web Developer	0
5	Accountant	1
6	Junior Counsellor	10
7	Market Research Associate	1
8	Messenger	1
Total		18

Trainee Counselors/ Consultants		
Sr. no.	Staff	In Numbers
1	Trainee Counsellor	3
2	Part Time Sector Incharge	1
Total		4

One Junior Counsellor is handling the work of System Administration

One Jr.Counsellor is posted at the facilitation desk at Dept of Consumer Affairs at Krishi Bhawan



NCH Website

www.nationalconsumerhelpline.in

NCH website is designed to provide consumer related information & guidance online, and complaint handling system for faster dissemination of consumer complaints directly by service provider using the Internet.

NCH website has zones that help visitors to learn more about NCH, it's related activities, functional areas, the vision, mission of NCH, NCH channel partner details and their respective website links.

NCH website has a dynamic section of photo gallery, event details etc. Besides this NCH website has pages on 'Jagriti' programme for imparting consumer awareness, Interesting Cases, Consumer Articles and Tips, Guidance for smart consumers, Convergence Process, Consumer Responses, Advocacy Reports, NCH Jago Grahak Channel on YouTube, NCH Annual Reports, Careers, Feedback, Valued comments etc. with the aim of providing consumer related information and guidance and reaching out to as many consumers as possible.

Total Hit Count on the website in May 2014

- 1) Total Page Hit Count – 1, 45, 355¹
- 2) Unique User Hits – 20, 606²

⁸ Google Analytical Statistics for NCH Website in May 2014:

- 1) Total Page Hit Count – 92, 327¹
- 2) Unique User Hit – 16, 375²

Traffic Sources Overview on NCH Website in May 2014

Search Engines – 72.65%³

Direct Traffic – 24.57%⁴

Referring Sites – 2.78.%⁵

Most visited Pages:

1. Complaint Log
2. Complaint Status
3. Home Page
4. Brand Login
5. Consumer Tips
6. Contact NCH
7. Statistical Details
8. About NCH
9. Interesting Complaints
10. Sector wise Details

Online Complaint Management System

NCH has a platform for online grievance submission by a consumer and providing the interface for service providers to retrieve the docket report and incorporate their comments / feedback to redress the same online.

This facilitates the task of consumer grievance handling & redressal services to register consumer Complaints and to check for action taken by the service provider on the complaints reported to them online.

Analytical Statistics for Online Complaint Management System:

Total Consumer Login: 31127⁶

Total Complaints Received: 2419⁷

Important terms are explained-

1 Total Page Hit Count- Includes the number of times visitors visited NCH's website which may be once or many times during May 2014, browsing through at least one page which may be same or different from the one visited previously during May 2014.

2 Unique User Hits- Each visitor who visited NCH's website during May 2014 is counted only once irrespective of the fact whether he visited many times during the period or he visited same or different pages each time he visited.

3 Search Engines- The percentage of visitors who visited NCH's website during May 2014 after searching in major search engines like Yahoo, MSN and Google, are 72.65%.

4 Direct Traffic- 24.57% of the visitors visiting NCH's website, already knew NCH's website address and directly typed it's website address in the web browser to visit the website.

5 Referring Sites- Refers to those visitors who came across NCH's website address in other websites visited by them. As a result they chose to be directed to NCH's website.

6 Total Consumer Login- The total number of consumers who visited NCH's website and successfully completed free registration required for logging a complaint.

7 Total Complaints Received- Refers to the total number of visitors who successfully logged a complaint on NCH's website.

8 Google Analytical Statistics for NCH Website in May 2014 - Due to security restrictions, Google is set to allow / crawl through only the basic pages of NCH website.

Outbound Calls

Outbound dialing is a process in which NCH call center counsellors make outbound calls to consumer on behalf of NCH and discuss about the consumer's query or complaint for which he has sent us an SMS or has not been able to contact us.

1) Lead Generation & Management – The leads/phone number of the consumer are retrieved from various means:

i. Complaints of non convergence companies received online

ii. CLI/Phone number of the consumer in the Abandoned calls, not able to contact us

2) Outbound call process in NCH CRM Software

– The Outbound call window pops up on in the agent's screen of NCH CRM software. Agents then initiate a dialogue with the consumer and record necessary consumer details while taking the call. The docket number gets generated for each and every call by the agent and is sent as acknowledgement to the consumer via Email and SMS from CRM software. All outbound calls are made on the next working day

Outbound Calls Report

Out bound Calls Report	
Particulars	Counts
Total Lead uploaded in the month	809
Spoken to	430
Not contacted	379
Docket made	411
Lead attempts	1869

* **Website non convergence complaints** - After successful submission of complaint on NCH website, the following message is displayed along with the docket number to the consumer-

'Docket Registered Successfully!

Pls. note your docket no. for further assessment of your complaints...

Consumer : ABC

Docket No. : xxxx xxxx xxxx

We thank you for registering your complaint on our website. It shall be our endeavor to forward the complaint to the concerned service provider. The responsibility of the resolution of the complaints lies with the service provider as per their internal grievance handling system, and the customer is advised to follow – up their complaint with the concerned service provider. The details of the nodal officer of the service provider can be had from NCH Toll Free No: 1800-11-4000 during any working day from 9.30am to 5.30pm.'

Note: Abandoned Calls and Website Complaints logged under 'Others' category have been taken for making outbound Calls

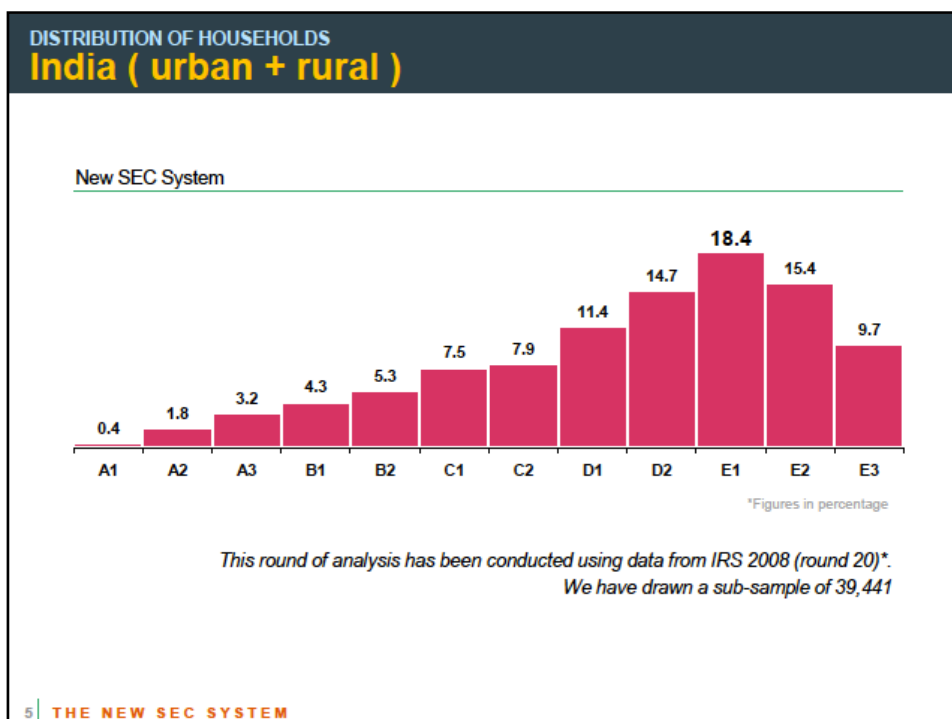
Socio-Economic Profile of Callers to NCH

The **SEC Classification** (also called the **Socio-Economic Classification**) is a classification of households used by surveyors, market researchers, media and marketing companies in India to categorize consumer behavior. Originally developed by IMRB International as a way of understanding market segments, and consumer behavior it was standardized and adopted by the Market Research Society of India in the mid-1980s as a measure of socio-economic class and is now commonly used as a base for market segmentation. The SEC classification helps the marketers to identify segments that have high consuming potential. The high potential types: A1, A2, the medium ones and the bottom of pyramid ones.

The Media Research Users' Council (MRUC) and the Market Research Society of India (MRSI) unveiled a new Socio-Economic Classification (SEC) system in May 2011, under which all Indian households are classified. The system classifies Indian households by **using two parameters—Educational Qualifications of the chief wage owner in the household; and the Number of Assets Owned (out of a pre-specified list of 11 assets)**. Based

on these two parameters, each household is classified in one of 12 SEC groups—A1, A2, A3, B1, B2, C1, C2, D1, D2, E1, E2 and E3. **These 12 groups are applicable to both urban and rural India.** With the growth of the economy and of small towns and rural, it has become imperative to look at a single SEC classification system for both urban and rural India.

The top-most new SEC class A1 comprises of 0.5% of all Indian households. Nearly 2% of urban households and less than 0.1% of rural households belong to the new SEC A1. More than half of all SEC A1 households reside in the top six Indian cities—Delhi, Mumbai, Kolkata, Chennai, Bengaluru and Hyderabad. At the other end of the spectrum, the bottom-most new SEC class E3 comprises of 10% of all Indian households. Only 2% of urban households and 13% of rural households belong to new SEC E3. Nearly 93% of all SEC E3 households are in rural India.



SEC Classification of Indian Consumers
Source: <http://www.mrsi.in/>

SEC Classification at NCH

National Consumer Helpline uses the SEC Classification to classify the callers into different stratas. The classification gives an insight into the profile of the people calling at NCH to redress their grievances. In order to classify the callers, information is obtained during the call received. A short questionnaire (the same used by MRSI and MRUC) is asked and the details of callers, who give their details voluntarily, are recorded. The details are used to obtain the SEC class to which each caller belong.

Analysis: -

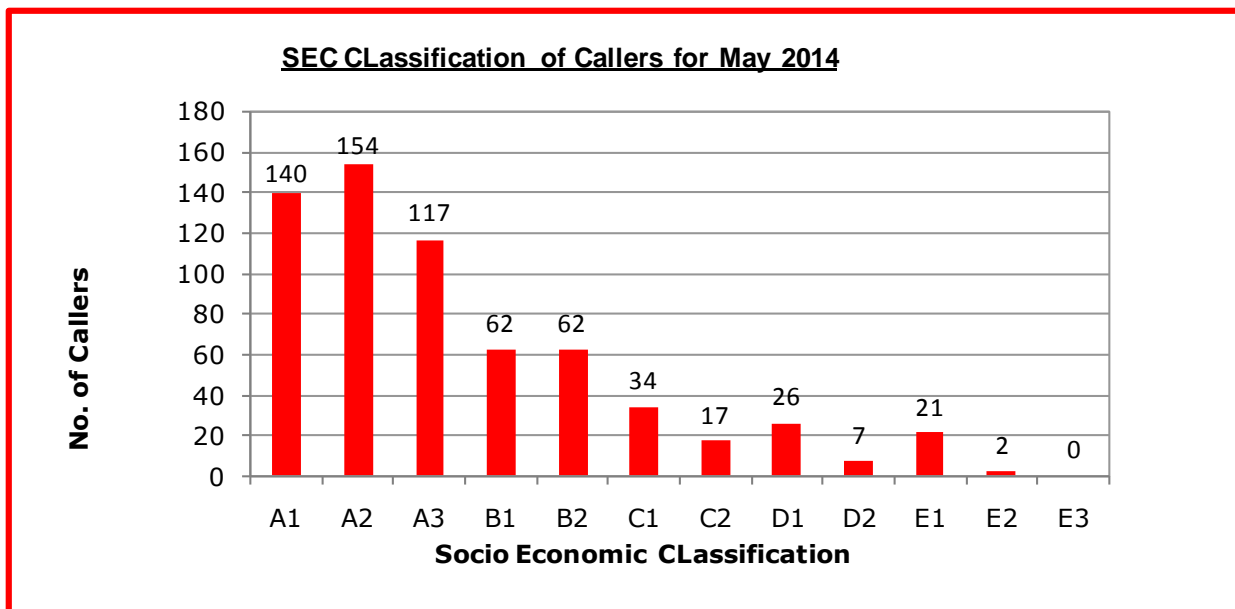
The SEC classification was done for 642 callers in the month of May 2014. This can be seen from the chart below, most of the callers fall in the upper strata of the classification. The top 5 strata, i.e., A1, A2, A3, B1 and B2 comprise of almost 80% of all 642 callers. Rests of the callers (20%) belong to the economic sections with Average Monthly Household Incomes equal or lower than Rs.3986. This indicates that the people approaching NCH are mostly from the well-off sections of society.

A summary report on the month's sample is as follows:-

* Based on income levels in 2008.

Class	No of Callers	Average Monthly Household Income (in Rs.)*
A1	140	16849
A2	154	9122
A3	117	6663
B1	62	5747
B2	62	4798
C1	34	3986
C2	17	3413
D1	26	2987
D2	7	2391
E1	21	1955
E2	2	1607
E3	0	1348
Total	642	

NCH publicity needs better penetration across all strata of the socio-economic fabric of the country and the reach needs to be improved in the rural areas especially. Though tele-density in the country is as high as 80%, still people across all sections are not calling NCH. Hence, awareness needs to be improved about the toll-free number.



* Sample size – 642 respondents.

CONSUMER DETRIMENT- A Study

(In December 2005 Europe Economics was commissioned by DG SANCO to analyse the issue of consumer detriment. Their final report was published as a titled, "**An analysis of the issue of consumer detriment and the most appropriate methodologies to estimate it**". The definition of Consumer Detriment used by NCH has been derived from this paper.)

Definitions of the European Commission: "Consumer

Detriment"

The DG SANCO report suggests two definitions of consumer detriment:

(a) "A concept of consumer detriment, which focuses on negative outcomes for consumers, relative to some benchmark such as expectations or reasonable expectations...**personal detriment** to reflect the fact that it relates to the personal experience of those consumers for whom something goes wrong, rather than to consumers in aggregate. The label also captures the idea that some aspects of this type of detriment (e.g. the extent of any negative psychological impact) will depend on the psychology of the person concerned.

(b) An economics-based concept of consumer detriment, which focuses on the loss consumer welfare due to market failure or regulatory failure...**structural detriment**, to reflect the fact that it arises from a structural problem arising from a market failure or a regulation...this type of detriment arises from a structural feature which potentially applies across an entire market or sector is that its impact is likely to be felt by the generality of consumers purchasing the relevant goods or services."

Which type of consumer detriment should be analyzed?

Personal detriment is particularly relevant when assessing consumer protection rules, since these seek to provide individual consumers with protection against negative outcomes. For instance, NCH councillors should consider impacts on personal detriment when assessing policies which deal with matters such as the following:

- (a) Scams and fraud;
- (b) Misleading advertising;
- (c) Unfair marketing practices;
- (d) Unfair contract terms;
- (e) Sales of unsafe products;
- (f) Sellers providing inadequate redress in response to complaints.

Structural detriment is relevant to *all* policies which have an impact on consumers, given that it relates to the overall impact on consumers in aggregate. This includes consumer protection rules, and hence for some policies NCH councillors may need to assess impacts on both personal and structural detriment.

Analysing personal consumer detriment:

Personal detriment can comprise both **financial and non-financial detriment** (see table below), therefore both a quantitative and qualitative assessment is possible. NCH counselors should aim at translating the quantifiable impacts in monetary terms. In some cases when consumers suffer problems, they will obtain redress from their supplier (e.g. a replacement product, refund or compensation). This may partly or wholly offset the detriment that they have suffered. The redress has to be considered during the assessment of personal detriment. This enables identification both of the problems which consumers suffered in the first place, and the extent to which they were able to obtain redress under the existing legal framework.

Table 2.1: Different Elements of Personal Consumer Detriment
Financial detriment
Cost of repairing or replacing product
Administrative and travel costs incurred resolving the problem (e.g. telephone costs, petrol)
Reduction in value of asset (e.g. poor house repairs reducing value of house)
Cost of expert advice or assistance (e.g. legal costs)
Lost earnings (e.g. due to loss of time or injury)
Damage to other property (e.g. electrical fault causing house fire)
Other financial costs
Non-financial detriment
Psychological detriment (e.g. stress, anger)
Loss of time
Inconvenience
Injury or adverse effect on health
Other non-financial detriment

Consumer Detriment at National Consumer Helpline: -

As National Consumer Helpline deals with Consumer Complaints on a daily basis, Consumer Detriment is a closely related concept to our organisation. The consumers who approach us are mostly aggrieved consumers who have experienced detriment and therefore, using the data derived from the callers, we can estimate the detriment experienced by them.

Consumer Detriment Value – May 2014

For the month of May 2014, on the basis of average detriment value calculated for each sector, consumer detriment was calculated for 3568 dockets as Rs. 30,35,51,655

The following table summarizes the results

Sr. No	Sector /Category	No of Dockets	Total Detriment Value (Rs.)	Average Detriment Value (Rs.)	No. of Complaints received	Extrapolated Detriment Value (Rs.) (Average Detriment X no of complaints received
1	REAL ESTATE	26	46567013	1791039	103	184477011
2	Life Insurance	1	526000	526000	73	38398000
3	Automobiles	14	3039480	217106	131	28440849
4	LEGAL	4	1133000	283250	67	18977750
5	PRODUCTS	575	5578964	9703	1034	10032433
6	Education	19	602096	31689	145	4594943
7	Banking	50	910820	18216	214	3898310
8	Health Insurance	5	559723	111945	30	3358338
9	Motor Vehicle Insurance	3	199000	66333	37	2454333
10	Postal	14	353526	25252	92	2323171
11	E-Commerce	127	803499	6327	278	1758841
12	Medical Negligence	6	239470	39912	37	1476732
13	Travel & Tours	7	186132	26590	32	850889
14	Electricity	6	48474	8079	80	646320
15	Airlines	3	85362	28454	17	483718
16	Placement Agency	38	276369	7273	63	458191
17	Packers & Movers	8	105600	13200	27	356400
18	LPG/PNG	29	34673	1196	154	184126
19	General Insurance	3	13397	4466	26	116107
20	Telecom	170	31605	186	589	109502
21	Railways	3	9602	3201	24	76820
22	Courier /Cargo	15	21010	1401	33	46222
23	Weights & Measures	132	10739	81	168	13668
24	DTH / Cable	1	220	220	51	11220
25	Drugs & Cosmetics	1	350	350	18	6300
26	Food	4	130	33	45	1463
	Total	1264	61336255	48526	3568	303551655

- 1- Extrapolated total detriment value is derived by multiplying average detriment value with no. of complaints received in respective sectors.
- 2- Only fresh Complaints received for the month has been considered for calculating consumer detriment
- 3- Enquiries and disconnected calls are excluded from the total number of complaints received

The above table is an analysis of complaints received only on the NCH Toll free.

Following are the broad parameters, for the study: -

S.No	Sector	Details	Amount of detriment
1	Product	Problem faced within two months of its purchase	100% of the value
		If consumer face problem after 2 months and upto 6 months of its purchase	75% of the value
		If consumer face problem after in the 7th month and upto 12 months of its purchase	50% of the value
		Non servicing of product after taking AMC	100% of AMC value
		Paid servicing (out of warranty) but services not provided	100% of amount paid for the services
2	Banking	Money not dispensed by ATM/ Discrepancy in Amount	Debited amount
		Non clearance of cheque within 7 working days	cheque amount

3	E- Commerce	Non delivery of booked product will be considered	100% of amount paid
		wrong/ defective delivery of the product and returned by the consumer within 7 days/ or collected by company through courier	100% of amount paid
		Missing accessories & same not delivered within 2 months	25% of paid amount
		Online recharge done but balance not credited	100% of paid amount
4	MRP	paid more amount than MRP	incremental amount paid
5	LEGAL	order passed, but consumer has not received the amount	100% the compensation amount
6	Medical Negligence	Second opinion from a doctor having expertise in the same field indicates a case of negligence	total expenditure on treatment
		Wrong report given by Lab and consumer has got the second test done	The cost of the test (whichever is higher first one or second one) will be considered
		Administration issues of hospital - Charged for the services but services not provided e.g. ordinary room provided instead of AC room/deluxe room etc.	Differential amount as detriment in case of Admin issues
7	Real Estate	In pre launch bookings, project scrapped and booking amount not refunded	200% (double) of the booking amount
		Possession of the Flat /plot not given after six months of the promised date or non refund of the booking amount	100% total amount paid (including Booking + all other installments)
8	Food	Sale of packed food after expiry date/use by date, can be taken as detriment	100% cash memo / bill value
9	Drugs	Sale of expired drugs,	100% cash memo / bill value
		Sale of suprious medicines/ empty packets	100% of amount paid
10	Cosmetics	Sale of cosmetics after use before date	100% cash memo / bill value
		Sale of fake cosmetics	100% of amount paid
11	LPG	Forcing to buy Accessories with new connection	100% excess (for accessories) charges paid
		to be paid for Refill booked and not delivered within 7 days	value to be paid of the refill cylinder
		New connection applied for and amount paid one month back but did not get the connection.	100% of the paid amount
12	Postal	Non- receipt/abnormal delay in receipt of Money order	100% of the MO amount + charges paid
		Non delivery/ delay in receiving Speed Post letter	100% of speed post amount
		Non receipt or delay in delivery of insured Parcels	100% value of the parcel
		Tampering/ pilferage of insured parcels	100% value of the insured amount
		Non receipt of maturity amount of National Saving certificates (NSC), Kisan Vikas Patra (KVP) and MIS (Monthly Income Scheme)	100% of the maturity amount
		For MIS scheme, if interest is not credited	The total amount of interest payable

13	Railways	In case of non delivery of parcel/ delivered with pilferage	100% of the value of damaged/ pilferaged parcel
		Cancellation of confirmed tickes well in time, but amount not received in 7 days,	100% of ticket amount
		TDR filed but amount not received within 90 days	100% of the TDR amount
14	Tour & Travels	Tour Package cancelled by the operator /traveler but amount not refunded.	100% of the amount paid
		Promised travel mode not provided by the operator	the difference in the amount - promised services and actually provided
15	Telecom	VAS and unfair deductions	100% of the loss
		Incase of Non Refund / Partial Refund of Security	differential amount
		delay in Activation of Subscribed Service,	100% of The amount debited or paid
		connection Disconnected despite making payment	100% of The amount paid of last bill payment made
		Inflated Bills / Overcharging	100% of the overcharged amount
		Phone get disconnected and the balance in the mobile lapses, considered as consumer detriment	100% of the lapsed amount
16	Insurance	Policy surrendered within free look period but money not refunded.	100% of the amount paid minus expenses incurred by company for medical tests done & misc. expenses if any)
		no response from the company on claims made within 60 days of submission	100% of the claimed amount
		Claim amount admissable by the company, not received within 60 days	100% of the admissable amount
17	Electricity	New connection amount paid but connection not received.	100% of the amount paid
		Bill paid, but the amount still reflecting as due/ not paid.	100% of the amount paid
18	Automobiles	RC copy not received with in 60 days of purchase	100% of the amount paid for the vehicle
		Vehicle out of warranty, service charges paid for repairs, but same problem persists	100% of the service charges paid
		Consumer has been charged for the three free services while under warranty	100% of service charges paid
19	Cargo & Courier	Non delivery/ delay in receiving courier	100% of the charges paid
		Non receipt /delay in delivery of insured Parcels,	100% insured value of the parcel
		Tampering or pilferage of insured parcels	100% insured value of the parcel
		extra amount charged for door delivery shipment, but not door delivered	100% of the additional amount charged for door delivery
20	Education	Admission taken in an institute/ college, withdrawn his name within one month but tuition fee not refunded	100% of the tuition fees paid
21	Placment services	amount paid for placement of household help and service not received	100% of the amount paid
22	Packers & Movers	Non delivery/ delay in receiving courier	100% of the charges paid
		Non receipt /delay in delivery of insured Parcels,	100% insured value of the parcel
		Tampering or pilferage of insured parcels	100% insured value of the parcel
		extra amount charged for door delivery shipment, but did not provide door delivery	100% of the additional amount charged for door delivery
23	DTH/ Cable	New connection applied, amount paid but connection not received	100% paid amount
		Connection recharged but services not activated	100% paid amount
24	Airlines	Tickets cancelled or journey cancelled by airlines and money not refunded	100% of ticket amount
		No show cases will not be considered	For information

INFOSOURCE REPORT

Infosource Report for the Month of May - 2014

S.NO.	NEWSPAPER	CALLS- IN NOS.	S.NO.	T.V Channel	CALLS- IN NOS.
1	NEWSPAPER - Dainik Jagaran	21	1	T.V Channel - Sahara India	1
2	NEWSPAPER - Lokmat	1	2	T.V Channel - Zee News	6
3	NEWSPAPER - Times of India	11	3	T.V Channel - Colors	2
4	NEWSPAPER - Navbharat Times	22	4	T.V Channel - Couldn't Specify	418
5	NEWSPAPER - Rajasthan Patrika	9	5	T.V Channel - Doordarshan	503
6	NEWSPAPER - Hindustan	30	6	T.V Channel - India News	1
7	NEWSPAPER - Lok Satta	1	7	T.V Channel - Lok Sabha Channel	11
8	NEWSPAPER - Punjab Kesari	5	8	T.V Channel - NDTV	2
9	NEWSPAPER - Sandesh Patrika	1	9	T.V Channel - S1 - News Channel	1
10	NEWSPAPER - Amar Ujala	10	10	T.V Channel - Zee Channel	3
11	NEWSPAPER - Bhaskar	1		Total	948
				Radio Program	CALLS- IN NOS.
12	NEWSPAPER - Dainik Bhaskar	14		Radio Program - FM Gold	4
13	NEWSPAPER - Syandan Patrika - Tripura	1	1	Radio Program - Radio City-91 FM	2
14	NEWSPAPER - Hindu	1	2	Radio Program - Couldn't Specify	124
15	NEWSPAPER - Hindustan Times	19	3	Radio Program - Red FM - 93.5	1
16	NEWSPAPER - Indian express	1	4	Total	131
17	NEWSPAPER - Himachal Bhaskar	2		WORD OF MOUTH	CALLS- IN NOS.
18	NEWSPAPER - Gujarat Samachar	1		Word of Mouth - Couldn't Specify	28
19	NEWSPAPER - Divya Bhaskar	1	1	Word of Mouth - Friends & Relatives	469
20	NEWSPAPER - DNA Newspaper	1	2	Word of Mouth - NCH User	900
21	NEWSPAPER - Eastern Mirror - Nagaland	1	3	Word of Mouth - Tata Helpline /SMS	1
22	NEWSPAPER - Maharashtra Times	1	4	Word of Mouth - Walk in	14
23	NEWSPAPER - Nayi Duniya	3		Total	1412
24	NEWSPAPER - Telegraph	3		OTHERS	CALLS- IN NOS.
25	NEWSPAPER - Times Of India (Kolkatta)	3	1	OTHERS - Couldn't Specify	364
26	NEWSPAPER - Nayi Duniya	3	2	OTHERS - Just dial	398
27	NEWSPAPER - Couldn't Specify	266	3	OTHERS - School Text Book	15
	Total	433	4	OTHERS - Consumer Forum	24
	INTERNET	CALLS- IN NOS.	5	OTHERS - Post Office Pass Book	25
1	Google	2422	6	OTHERS - Railway Ticket	30
2	NCH Website	2440	7	OTHERS - Electricity Bill	10
3	INTERNET - Couldn't Specify	98	8	OTHERS - National Health Mission	1
4	INTERNET - Tamilnadu (VAT) Website	3	9	OTHERS - Police 100 Number	9
5	INTERNET - Yahoo	1	10	OTHERS - Ration Card	3
	Total	4964	11	OTHERS - Jago Re Helpline	5
	OUTDOOR	CALLS- IN NOS.	12	OTHERS - LPG Gas Receipt	6
1	OUT DOOR - Hoardings	16	13	OTHERS - BSNL Constumer Care	1
2	OUT DOOR - Metro Hoardings	5	14	OTHERS - Idea	1
3	OUT DOOR - Bus Hoardings	1	15	OTHERS - TRAI	2
4	OUT DOOR - Couldn't Specify	3	16	Total	894
5	OUT DOOR - Pamphlets	1		MAGAZINE	CALLS- IN NOS.
6	OUT DOOR - Post Card	1		Magazine - Times Magazine	2
	Total	27	1	Magazine - Couldn't Specify	14
	S.NO.	CALLS- IN NOS.	2	Magazine - Yellow Pages	1
1	EVENTS - Seminar in Lacknow	1	3	Magazine - Yojana Magazine	3
2	EVENTS - Krishi - Expo	1	4	Total	20
3	EVENTS - Couldn't Specify	8			
	Total	10			
	Total	8845			

* *2145 complaints received on NCH Website in May 2014 have been included in above analysis under subheading - INTERNET - NCH Website

Top 5 Infosource of the NCH Toll Free Number			
S.No.	Infosource	Calls	%Age
1	NCH Website	2440	27.59
2	Google	2422	27.38
2	NCH References-Friends & Relatives	1369	15.48
3	Doordarshan	503	5.69
4	Tv Channel Could not Specify	418	4.73
5	Just Dial	398	4.50
Total		7550	85.36

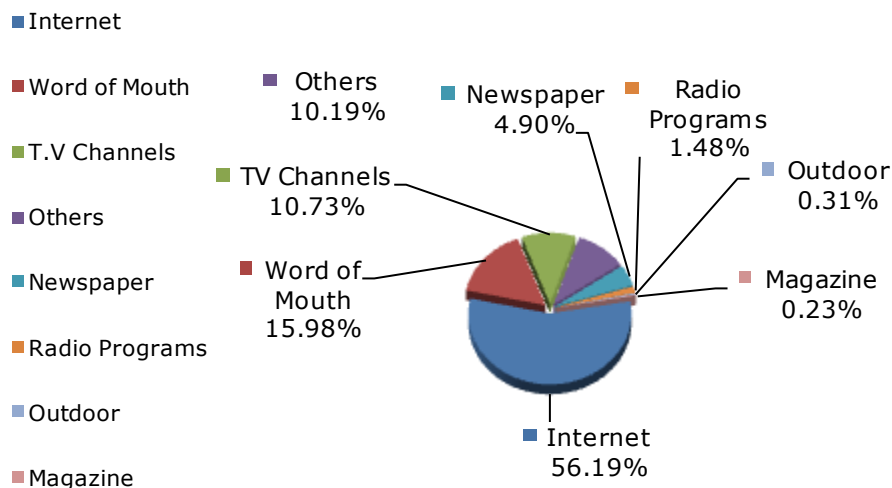
TV Channel – Could not Specify: Callers calling up on National Consumer Helpline, who couldn't remember on which channel they had seen the helpline's advertisement. For e.g. Star News, DD etc

*

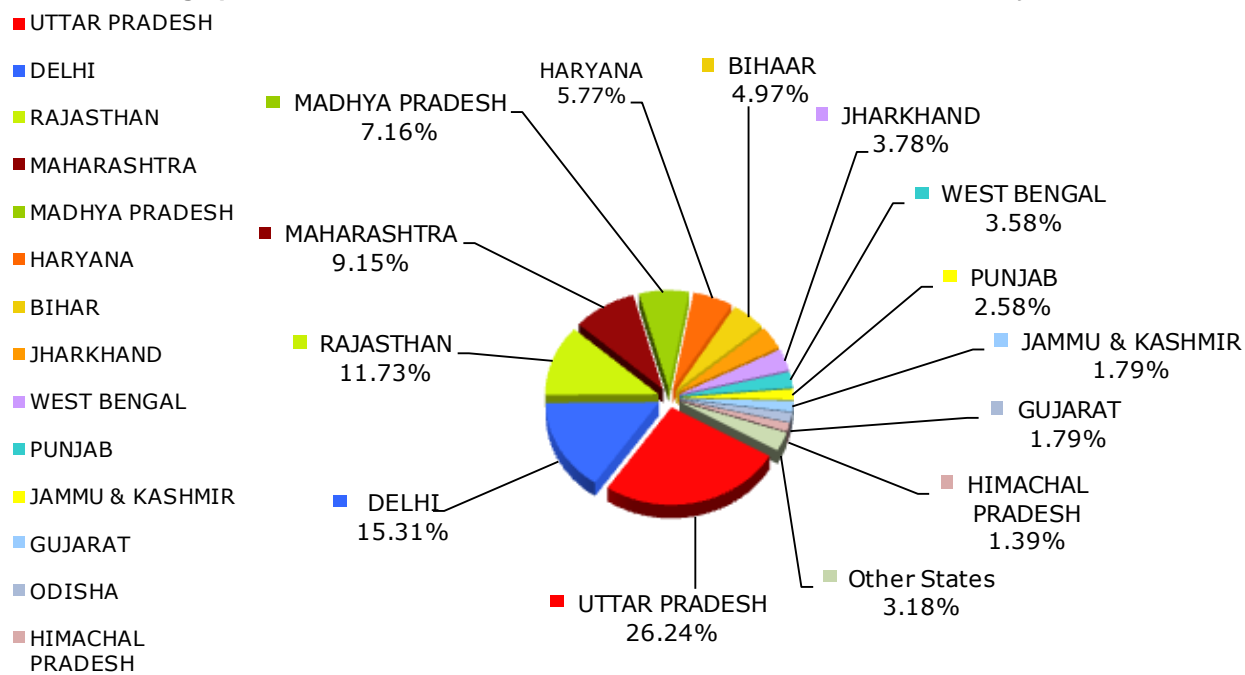
One out of five Calls are in Response to Word of Mouth			
S.No.	Infosource	Calls	%Age
1	Internet	4964	56.19
2	Word of Mouth	1412	15.98
3	T.V Channels	948	10.73
4	Others	900	10.19
5	Newspaper	433	4.90
6	Radio Programs	131	1.48
7	Outdoor	27	0.31
8	Magazine	20	0.23
Total		8835	100.00

The above table provides evidence of the social usefulness of the service provided by NCH. Nearly a fifth (14.05%) of the calls received at NCH originated from word of mouth about NCH. Word of Mouth is the best recommendation any service can get. Satisfied consumers often recommend a useful service to friends and relatives. This is true for all kinds of services - paid or free.

Infosource Report for the Month of May 2014



Geographical Distribution of Calls with Doordarshan as Infosource for May 2014



Interesting Complaint @ NCH

Sector: Medical Services

Complaint no: 511955, received on 15th May 2014

Complaint against: Life Cell India – stem cell bank

Complaint: Complainant hired services of LIFE CELL INDIA for preserving the umbilical cord of a newborn baby for 20 years. An agreement was made between both the parties for a total amount of Rs 50,000/- to be paid by the complainant. Ten percent (10%) of the total amount was paid at the time of signing of the contract. Rest of the amount was agreed to be paid in one year in installments. The complainant has already paid more than Rs. 10,000/- through EMI's which is being deducted from a bank through ECS regularly. Complainant has now received a letter from the agency (Life Cell India- stem cell Bank) alleging that the installments have not been paid. Agency also informed the complainant that the service contract shall be terminated due to non-payment of installments.

In this case, NCH suggested the Complainant to write a letter to the Head office as well as the branch office of Life Cell India, through Registered or Speed post for updating their records about the payment to them by the complainant, and not terminate the contract. Also, the letter sent should enclose the statement from the bank as proof of EMI released to the organization. A copy of the same should be marked to the bank also for information so as to make the bank responsible for default, if any.

Word of Appreciation



Gmail
by Google

NCH DU <feedback.nch@gmail.com>

a feed back
1 message

VIKAS TRIPATHI <narain.tripathi@gmail.com> Thu, May 29, 2014 at 3:37 PM
To: feedback.nch@gmail.com

Res. Sir/Madam,
Greeting for the day

Few month ago I have complaint against BSNL services .I followed the way as u suggested and got a solution for that . Thanks to your team.

Now I have complaint on SBI services (complain no- 212916). And I started to following the way as u suggest ; till now I have not got any type response from respective departments .A attachment of my 1st step. Please find the attachment . This copy I have been sent to respective departments .

A lot of Thanks to your team and really your team's effort is helpful for a common persons .

sincerely
Vikas Narain Tripathi
s/o Sh. Jai Prakash Narain Tripathi
Mob-9478767453,9219652728