

Download (GetImages.ashx?fn=http://indiamediamonitor.in/2022/12/23/Ahmedabad/thumbnail/7f265733-3c69-4331-8bf7-94cc86a811b0thumbnail.jpg)

'Ecommerce Grievance Redressal Not Up to the Mark'

New Delhi: The grievance redressal mechanism of many big e-commerce players is not up to the mark as the number of complaints received by the National Consumer Helpline has risen sharply over the last four years, Consumer Affairs Secretary Rohit Kumar Singh said on Thursday. Addressing an event organised by the Public Affairs Forum of India (PAFI), Singh said the number of complaints registered on the National Consumer Helpline (NCH) has go-

ne up to 90,000 in November compared to 40,000 in the same month last year.

"Four years back, the number of complaints pertaining to e-commerce transactions was 8 per cent of the total complaints. Last month, it was 48 per cent of the total complaints," he said.

"That means that grievance redressal system of many of the big e-commerce companies is not working up to the mark," he added. Singh noted that the power equation between

the consumer and seller has suddenly changed. "Consumer is getting weaker and weaker, that's where the role of this ministry becomes important," he added.

The Secretary shared that in his various interactions with corporates across the sector, including edutech, cab aggregators, food delivery platforms, online gaming platforms and e-commerce companies, he has conveyed that they cannot "take consumers for a ride." —PTI