



सत्यमेव जयते  
Government of India



# STATE CONSUMER HELPLINE KNOWLEDGE RESOURCE MANAGEMENT PORTAL (SCHKRMP)

[Project Supported by Department of Consumer Affairs, Govt. of India]

## OVERVIEW OF ACTIVITIES (OCTOBER – DECEMBER 2018)

**CENTRE FOR CONSUMER STUDIES  
INDIAN INSTITUTE OF PUBLIC ADMINISTRATION  
I.P. Estate, Ring Road, New Delhi- 110002  
Email- [schkrmp.iipa@gmail.com](mailto:schkrmp.iipa@gmail.com)  
Telefax – 011-23705054**

**Website: [www.consumeradvice.in](http://www.consumeradvice.in), [www.consumereducation.in](http://www.consumereducation.in)**

## Overview of Portal Activities

### **State Consumer Helpline Knowledge Resource Management Portal (SCHKRMP)**

State Consumer Helpline Knowledge Resource Management Portal (SCHKRMP) is a National Nodal Agency supported by Department of Consumer Affairs. The Knowledge Resource Management Portal coordinates and monitors the activities of State Consumer Helplines, provide solutions and advisory services to these helplines, *maintains knowledge database and build capacity of the SCH's personnel*. The purpose of monitoring is to ensure that all activities of the project are implemented, the complaints are handled appropriately.

The IT application and knowledge database are hosted on the servers at IIPA, New Delhi. The State Consumer Helplines have been given access to use the IT platform and knowledge database to register the calls/complaints being received by them and provide advice, guidance and information to the callers. *The State Governments are mandated to sign the license agreement with IIPA before getting an access to use the software and knowledge database*. The consumer advisors and coordinators are also provided with the soft skills through various training programmes being organized at IIPA in addition to hold support at their site wherever it is desired by the state governments. The access to the IT application is internet based with 8 MBPS internet leased line. User IDs and password also provide secure extension of IT platform hosted on IIPA servers to all the state consumer helplines.

The website has been updated by uploading interesting cases being handled by State Consumer Helpline as well the website has also been provided new feature of multilingual dissemination of information and knowledge database.

### **State Consumer Helpline**

Department of Consumer Affairs has funded the setting up of consumer helplines in various States. These State Consumer Helplines are financially supported for a period of 5 years thereafter the State Governments are expected to run these helplines on their own. The necessary funds as under the scheme are spent by Department of Consumer Affairs for the State Government to set up the helplines under various models as per the respective policies of the State Governments. While some of the States have gone into subcontracting to involve NGOs/ VCOs and have allowed them function in their own premises, some of the States have set up the helplines in their own premises and are running the helplines using manpower hired on contract basis directly or through manpower hiring agencies. The functioning of the helplines is the responsibilities of the respective State Government.

The consumer helplines receive calls from the consumers normally through toll free number. The other mode of communications available to the consumers to reach the consumer helplines is through emails, letters, fax and personal visits. The facility is also available to consumers to register their complaints directly on the website hosted at IIPA servers. These complaints are directed automatically to the respective states from where the complaints are originated.

While consumer helplines are working in 25 States, consumer helplines of 23 States are using the common IT platform for registering the calls and using knowledge database. Currently 23 States are on board with IIPA using centralized IT platform and knowledge database.

### States on Board

Sl.No.	State Name	Sl.No.	State Name
1.	Andhra Pradesh	13.	NCT of Delhi
2.	Assam	14.	Odisha
3.	Bihar	15.	Puducherry
4.	Chhattisgarh	16.	Punjab
5.	Gujarat	17.	Rajasthan
6.	Haryana	18.	Tamil Nadu
7.	Himachal Pradesh	19.	Telangana
8.	Karnataka	20.	Tripura
9.	Jharkhand	21.	Uttar Pradesh
10.	Madhya Pradesh	22.	Uttarakhand
11.	Maharashtra	23.	West Bengal
12.	Mizoram		

Currently, total number of States having signed License Agreement with IIPA to share IT Portal stands at 25. The list of the States who have signed license Agreement with IIPA to share the centralized IT Portal is given below:

Sl. No.	State/ UT Name	Sl. No.	State/ UT Name
1.	Andaman & Nicobar	14.	Madhya Pradesh
2.	Assam	15.	Manipur
3.	Andhra Pradesh	16.	Mizoram
4.	Arunachal Pradesh	17.	NCT of Delhi
5.	Bihar	18.	Puducherry
6.	Chandigarh (UT)	19.	Punjab
7.	Chhattisgarh	20.	Rajasthan
8.	Gujarat	21.	Tamil Nadu
9.	Haryana	22.	Telangana
10.	Himachal Pradesh	23.	Tripura
11.	Jharkhand	24.	Uttar Pradesh
12.	Karnataka	25.	West Bengal
13.	Kerala		

## Status of licence agreement for integration with IT portal and issues

States like **Maharashtra and Odisha are yet to sign the licenses agreement** formally with IIPA to share IT Portal. However the helplines have been functioning and are duly integrated with the IT Portal. The consumer helpline at Odisha seems to be non-operational for the past two years as no calls are being reported on IT Portal. Similarly the States of Andhra Pradesh, Arunachal Pradesh, Andaman & Nicobar, Chhattisgarh, Kerala and Karnataka **despite having signed the license Agreement with IIPA are not reflecting any data of call registration** indicating that either the helplines are **not functioning** in these States or they might be **using their own software**. An intervention of Department of Consumer Affairs was earlier sought vide letter No. IIPA/SCHKRMP/SCH/2016 dated 06/09/2016.

**Intermittently helpline:** The States of Bihar, Himachal Pradesh, Madhya Pradesh, Mizoram, Odisha, Rajasthan, Tamil Nadu and Uttar Pradesh have been running the helpline intermittently.

**Non-release of grant:** The consumer helpline at Puducherry was facing problem in its operationalization due to non-release of grant by the State Govt. since March 2016 and therefore it has stopped functioning. Similarly, the existing VCO running Consumer Helpline at Rajasthan has indicated its **non-functioning as State Govt. was considering restructuring** and awarding of contract for functioning of Consumer Helpline.

**Helpline networking concern:** While the Govt. of Rajasthan has now resumed the functioning of helpline, however, the calls being reported are just 17 which is negligible as compared earlier years. At the request of the State Govt , the training to their newly appointed staff was imparted at Jaipur on 20<sup>th</sup> December 2018. It is expected that the training would improve the performance in the coming months. Government of Punjab and Karnataka have not yet networked their helpline with IT Portal despite imparting training to staff at IIPA and having signed the License Agreement to share IT Portal for complaint registration and use of knowledge database. Similarly, a dialogue has been going on with UT Govt of Andaman & Nicobar. It is expected a helpline may start functioning shortly.

**Not signed in License Agreement:** The States of Uttarakhand, Assam, Dadra Nagar & Haveli, Daman & Diu, Lakshadweep, Meghalaya, Nagaland and Sikkim are yet to sign the License Agreement with IIPA to share IT Portal. Department of Consumer Affairs was requested for an intervention vide letter No. IIPA/SCHKRMP/SCH/2015 dated. 18/12/2015 and IIPA/SCHKRMP/SCH/2016 dated. 05/09/2016.

The consumer Helpline at Sikkim has been regularly sending reports in hard copy as they are not using the centralized software despite pursuing the matter with State Government. The Helpline has been receiving **5 to 6 complaints in a month** on an average.

**Other issues:** The State of Uttarakhand has yet to sign the agreement as their Web Manager was deputed for 2 days training to IIPA on 24-25 October 2016 for usage of IT Portal. After the training, the helpline has started using IT Portal for registration of consumer calls, advice /

assistance and guidance using knowledge data base of IT Portal. The helpline is being provided telephonic support whenever sought by the web manager.

The Portal had written to the State Governments of Andaman & Nicobar, Arunachal Pradesh, Assam, Bihar, Chandigarh (UT), Chhattisgarh, Himachal Pradesh, Andhra Pradesh, Karnataka, Kerala, Manipur, Mizoram, Nagaland, Odisha, Puducherry, Punjab, Sikkim, Tamilnadu, Tripura, and Uttarakhand about inadequate visibility of the helplines where either the helplines have not come up yet or the awareness seems to be inadequate reflecting poor outreach. The intervention of Department of Consumer Affairs was requested vide letter No. SCHKRMP/IIPA/2018 dtd. 27/08/2018 and letter No. IIPA/SCHKRMP/SCH/2018 dtd. 28/08/2018

### Statistical Report on Complaints/Calls received by SCHs:

The State Consumer Helplines receive calls from the consumers through telephone normally on state specific toll free number as well as through other mode of communications like letters, emails, walk-in consumers as well as consumers logging their complaints directly on the website using online complaint registration. The online complaint registration is also used by the consumers in the states which are not yet networked with IT Portal. The statistical data pertaining to the call received/complaint registered during the period under review is given in Table 1.

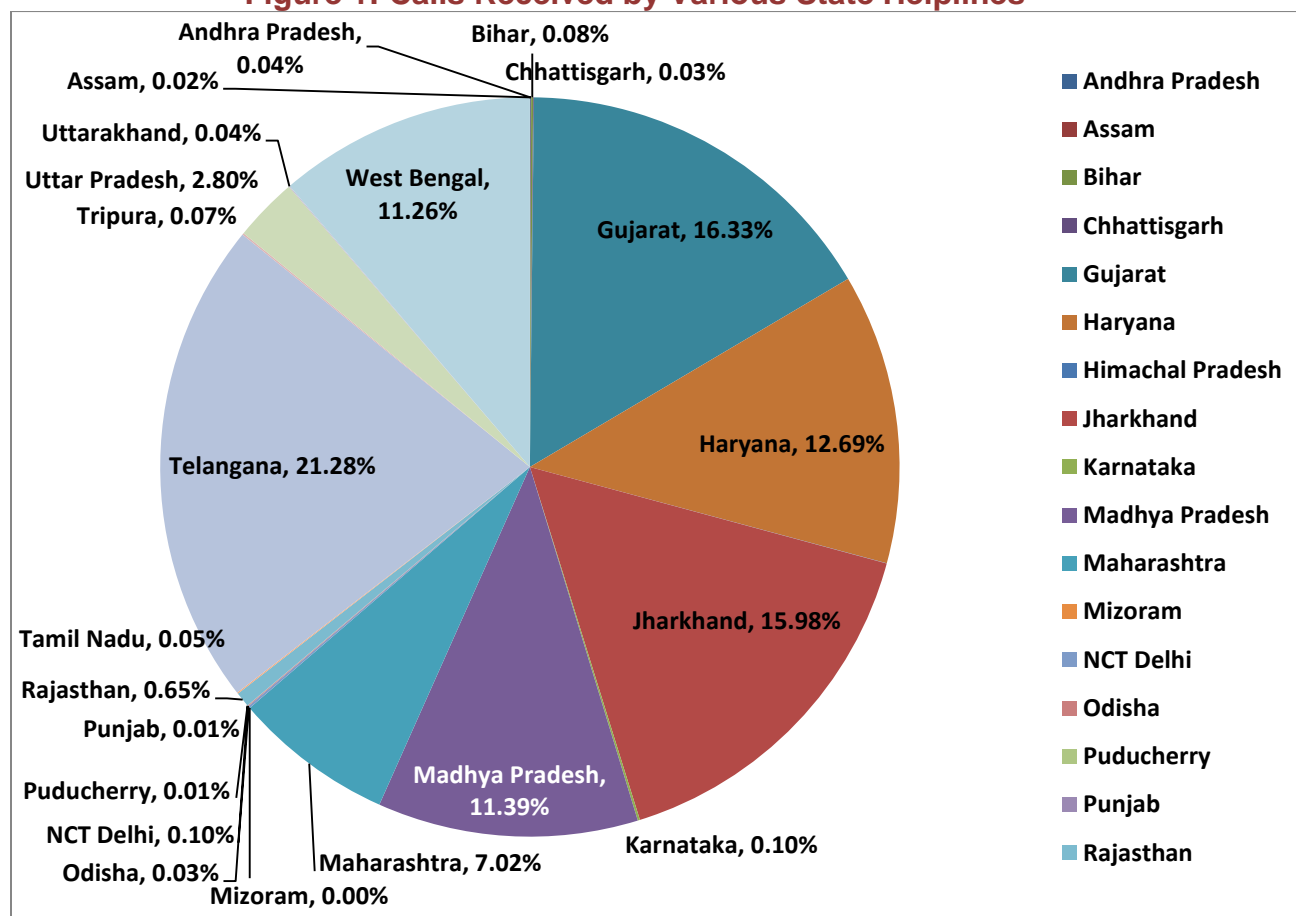
**Table1: Calls Received by Various State Helplines**

Sl. No.	State Name	Call Received			Cumulative Calls Received (Oct-Dec 2018)
		Oct-2018	Nov-2018	Dec-2018	
1	Andhra Pradesh	2	2	3	7
2	Assam	2	1	0	3
3	Bihar	6	4	5	15
4	Chhattisgarh	1	4	1	6
5	Gujarat	1163	825	912	2900
6	Haryana	880	647	727	2254
7	Himachal Pradesh	2	0	0	2
8	Jharkhand	1152	776	911	2839
9	Karnataka	7	6	4	17
10	Madhya Pradesh	574	714	735	2023
11	Maharashtra	463	357	427	1247
12	Mizoram	0	0	0	0
13	NCT Delhi	9	1	7	17
14	Odisha	2	2	2	6
15	Puducherry	0	1	0	1
16	Punjab	1	0	1	2
17	Rajasthan*	17	17	82	116

18	Tamil Nadu	3	4	2	9
19	Telangana	1344	1161	1274	3779
20	Tripura	0	0	13	13
21	Uttar Pradesh	85	220	193	498
22	Uttarakhand	2	2	3	7
23	West Bengal	572	730	698	2000
<b>TOTAL</b>		<b>6287</b>	<b>5474</b>	<b>6000</b>	<b>17761</b>

*\*Resumed functioning of helpline w.e.f 20th December 2018*

**Figure 1: Calls Received by Various State Helplines**



**Table 2: Top 5 States- Calls Received during October-December 2018**

Sl. No.	States	Jul-2018	Aug-2018	Sept-2018	Total Jul-Sept 2018
1.	Telangana	1344	1164	1274	3779
2.	Gujarat	1163	825	912	2900
3.	Jharkhand	1152	776	911	2839
4.	Haryana	880	647	727	2254

5.	Madhya Pradesh*	574	714	735	2023
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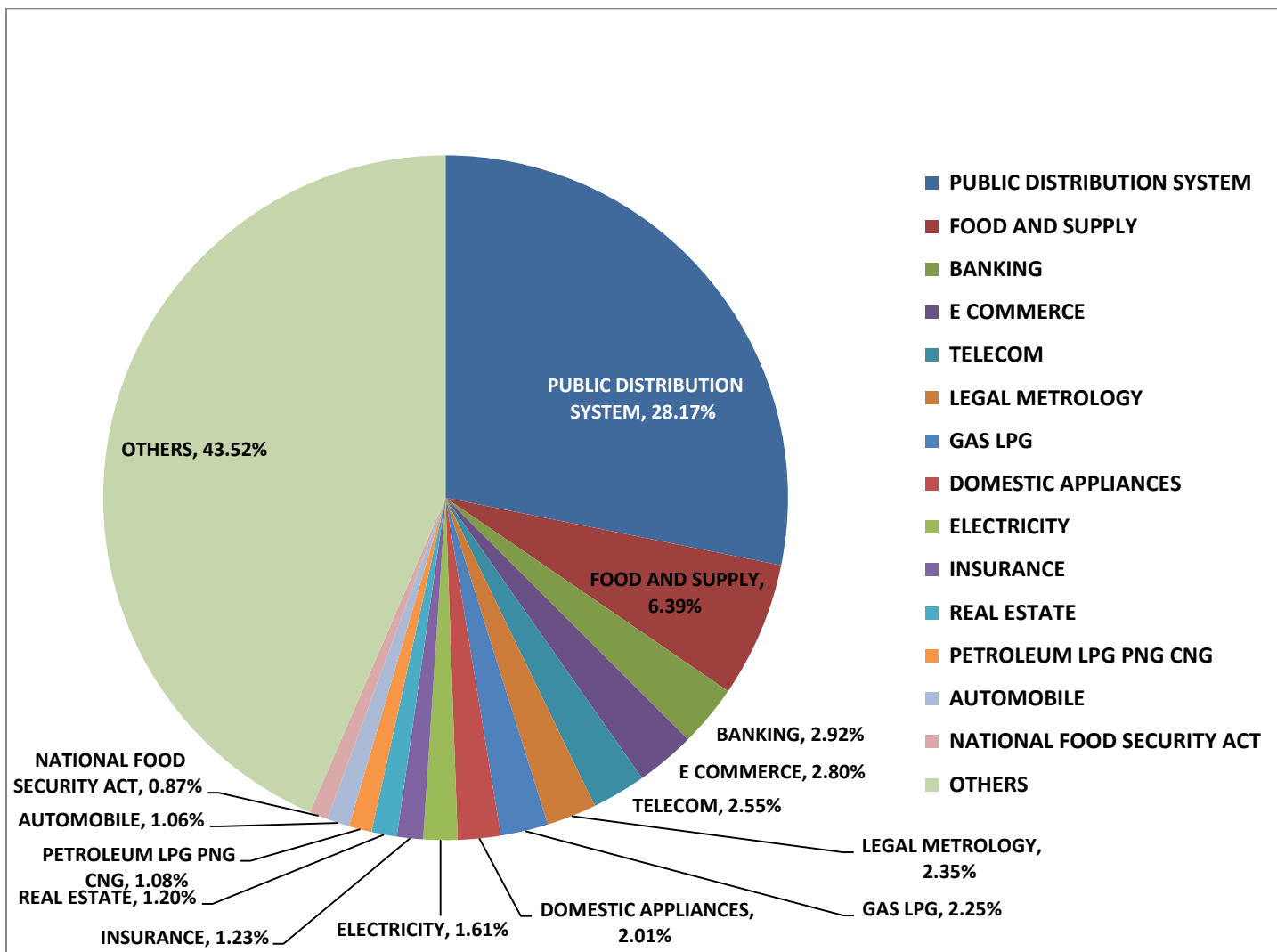
*\*Resumed its functioning from 24th September, 2018*

The sector wise list of calls received during the reporting period i.e. October-December 2018 is given in Table 3:

**Table 3: Sector Wise Distribution of Calls**

Sl. No.	Industry Name	Jul-2018	Aug-2018	Sept-2018	Total Jul-Sept 2018
1.	PUBLIC DISTRIBUTION SYSTEM	1830	1376	1661	4867
2.	FOOD AND SUPPLY	426	337	341	1104
3.	BANKING	170	146	189	505
4.	E COMMERCE	157	148	178	483
5.	TELECOM	140	119	181	440
6.	LEGAL METROLOGY	131	163	112	406
7.	GAS LPG	112	158	119	389
8.	DOMESTIC APPLIANCES	117	107	124	348
9.	ELECTRICITY	73	95	110	278
10.	INSURANCE	74	68	71	213
11.	REAL ESTATE	60	65	82	207
12.	PETROLEUM LPG PNG CNG	53	41	92	186
13.	AUTOMOBILE	45	55	84	184
14.	NATIONAL FOOD SECURITY ACT	79	29	42	150
15.	OTHERS	2588	2452	2480	7520

**Figure 2: Sector Wise Distribution of Calls**



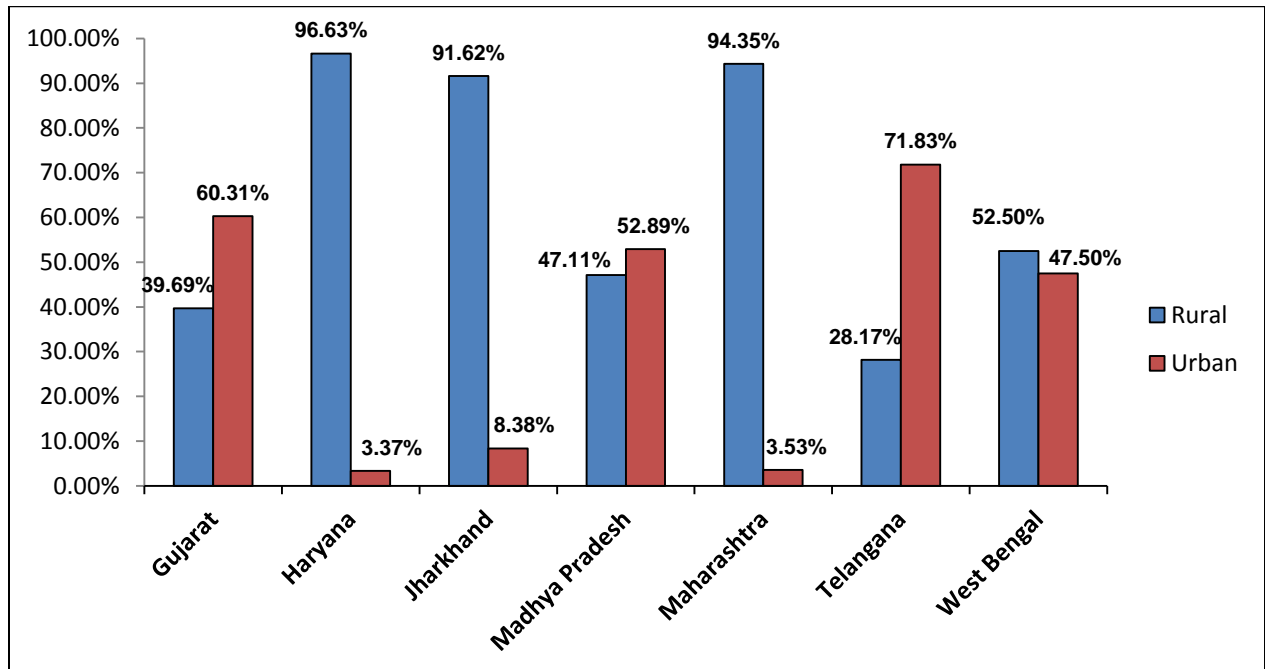
**Table 4: Location (Urban and Rural) wise call details: October - December 2018**

Sl .No.	State Name	Rural		Urban	
		Calls	Percentage	Calls	Percentage
1.	GUJARAT	341	11.43%	2643	88.57%
2.	HARYANA	1802	97.78%	41	2.22%
3.	JHARKHAND	3668	98.36%	61	1.64%
4.	MADHYA PRADESH	23	21.50%	84	78.50%
5.	MAHARASHTRA	1092	96.89%	35	3.11%



6.	TELANGANA	9	0.17%	5255	99.83%
7.	UTTAR PRADESH	0	0.00%	700	100.00%
8.	WEST BENGAL	851	29.58%	2026	70.42%

**Figure 3: Location (Urban and Rural) wise call details: October - December**



The States of Haryana, Jharkhand and Maharashtra have more outreach to the consumers from rural areas. While these States have reported more than 90% calls from rural areas, the states of Gujarat, Madhya Pradesh and West Bengal have reported 39.69%, 47.11% and 52.50% calls respectively from rural consumers.

**Table 5: Registration of calls & Status of Complaints handled by SCHs: October - December 2018**

Sl. No.	State Name	Oct 2018				Nov 2018				Dec 2018			
		Call Received	Complaint Received	Solved	Pending	Call Received	Complaint Received	Solved	Pending	Call Received	Complaint Received	Solved	Pending
1.	ANDHRA PRADESH	2	2	0	2	2	2	0	2	3	3	0	3
2.	ASSAM	2	2	0	2	1	1	0	1	0	0	0	0
3.	BIHAR	6	6	0	6	4	4	0	4	5	5	0	5
4.	CHATTISGARH	1	1	0	1	4	4	0	4	1	1	0	1
5.	GUJARAT	1163	132	12	120	825	81	5	76	912	46	11	35
6.	HARYANA	880	20	5	15	647	17	3	14	727	10	1	9
7.	HIMACHAL PRADESH	2	2	0	2	0	0	0	0	0	0	0	0
8.	JHARKHAND	1152	24	0	24	776	10	0	10	911	8	0	8
9.	KARNATAKA	7	7	0	7	6	6	0	6	4	4	0	4
10.	MADHYA PRADESH	574	100	82	18	714	55	35	20	735	204	193	11
11.	MAHARASHTRA	463	195	0	195	357	136	3	133	427	225	20	205
12.	MIZORAM	0	0	0	0	0	0	0	0	0	0	0	0
13.	NCT DELHI	9	9	0	9	1	1	0	1	7	7	1	6
14.	ODISHA	2	2	0	2	2	2	0	2	2	2	0	2
15.	PUDUCHERRY	0	0	0	0	1	1	0	1	0	0	0	0
16.	PUNJAB	1	1	0	1	0	0	0	0	1	1	0	1
17.	RAJASTHAN	17	17	0	17	17	17	0	17	82	74	0	74
18.	TAMIL NADU	3	3	0	3	4	4	0	4	2	2	0	2
19.	TELANGANA	1344	42	0	42	1161	49	0	49	1274	48	0	48
20.	TRIPURA	0	0	0	0	0	0	0	0	13	12	0	12
21.	UTTAR PRADESH	85	10	9	1	220	10	8	2	193	33	29	4
22.	UTTRAKHAND	2	2	0	2	2	2	0	2	3	3	2	1
23.	WEST BENGAL	572	13	0	13	730	6	0	6	698	4	0	4

## **Capacity Building of State Consumer Helplines**

### **Workshop on Consumer Protection & Welfare for Rural Development Officials, Faculty members, Sarpanch, NGOs and Service Providers in Collaboration with HCMRIPA (Jaipur) (October 4-5, 2018)**

A Two Days Workshop on “Consumer Protection and Consumer Welfare” was organised by the HCM Rajasthan State Institute of Public Administration, Jaipur in collaboration with Centre for Consumer Studies, Indian Institute of Public Administration, New Delhi on 4th and 5th October 2018. Shri S. K. Virmani, Project Manager (SCHKRMP) of IIPA coordinated the workshop. The programme was sponsored by the Department of Consumer Affairs, Ministry of Consumer affairs, Government of India. The objective of the programme was to build capacity of the people working at grass root level about consumer rights and Consumer Protection Act. Program participants included members of PRIs, Faculty members, Social Workers, NGOs, Advocate, Journalist and Students. On 4<sup>th</sup> October, 2018 Shri S. K. Virmani, Project Manager (SCHKRMP) took a session on “Consumers Protection and Empowerment and role of Help Line”. The session focussed on the unfair trade practices, exploitation by the businesses and the need of consumer empowerment to achieve best quality of services at cheapest possible prices. While exercising the consumer rights, there is a need to discharge the responsibilities and take adequate care before purchase of good and services. On 5<sup>th</sup> October, 2018 Shri S.K. Virmani, Project Manager, SCHKRMP, IIPA on “Telecom and Consumers. While speaking on “Telecom and Consumer, Shri S.K. Virmani highlighted the major problems being faced by the consumers in the sector. He also provided an overview of the various regulations framed by TRAI in the telecom sector and the benchmark of services wherever specified. The participants were also explained with the consumer grievance mechanism under regulatory framework of telecom services to get redressal to the consumer grievances.

### **Two Days Workshop on Consumer Protection & Welfare for State Institute of Rural Development & Panchayati Raj (Mohali) in Punjab, (November 15-16, 2018)**

A Two Days Workshop on “Consumer Protection and Consumer Welfare” was organised by the State Institute of Rural Development and Panchayati Raj, Govt. of Punjab in collaboration with Centre for Consumer Studies, Indian Institute of Public Administration, New Delhi during 15th – 16th November 2018 at Mohali. Shri S. K. Virmani, Project Manager (SCHKRMP) of IIPA coordinated the workshop. The programme was sponsored by the Department of Consumer Affairs Government of India. The objective of the programme was to build capacity of the people working at grass root level about consumer rights and Consumer Protection Act. Program participants included members of PRIs, Faculty members, teachers, members of self help group and officials from education, health, transport, food supply, state roadways and RTAs etc. The programme was divided into twelve technical sessions which included sectors like Banking, Insurance, Housing, Legal Metrology, E-commerce and Cyber Security. The sessions on “Consumer Protection and Empowerment and Role of Helplines” and “Telecom and Consumer” was taken by Shri S. K. Virmani, Project Manager (SCHKRMP). The session focussed on the unfair trade practices, exploitation by the businesses and the need of consumer empowerment

to achieve best quality of services at cheapest possible prices. While exercising the consumer rights, there is a need to discharge the responsibilities and take adequate care before purchase of good and services. While speaking during session on session on “Telecom and Consumers” Shri S.K. Virmani highlighted the major problems being faced by the consumers in the sector. He also provided an overview of the various regulations framed by TRAI in the telecom sector and the benchmark of services wherever specified. The participants were also explained with the consumer grievance mechanism under regulatory framework of telecom services to get redressal to the consumer grievances.

### **11th Training Program for Coordinators and Advisors of State Consumer Helplines on Consumer Protection and Consumer Welfare (December 12-14, 2018)**

The 11th Training Programme on “Consumer Protection and Consumer Welfare” for advisors and Coordinators of State Consumer Helplines at Indian Institute of Public Administration, New Delhi during 12-14, December 2018. Shri S. K. Virmani, Project Manager (SCHKRMP) and Ms. Mamta Pathania, Asst. Professor, Centre for Consumer Studies, IIPA coordinated the training programme. The programme was sponsored by the Department of Consumer Affairs, Ministry of Consumer affairs, Government of India. The objective of the programme was to build capacity of the coordinators and advisors of the state consumer helplines. 13 participants from the States of Chhattisgarh, Maharashtra, Madhya Pradesh and Uttar Pradesh attended the training programme. The training programme included sessions on Communication Skills and Leadership and sectors like Legal Metrology, Telecommunication Services, DTH Services, Digital Safety, Food Safety etc. The last session was hand hold training on the working of new software “INGRAM”.

The programme was inaugurated by Shri Sita Ram Meena, Director (CWF), Department of Consumer Affairs, Govt. of India. At an outset, he informed the participants that soon the helplines set up in the States would be provided a new software INGRAM which is also working in the National Consumer Helpline. The new software enables the complaints to be forwarded to the companies directly as soon as it gets registered on the Portal. For the effectiveness of the software, the helplines need to build up database of local service providers, companies, and regulatory authorities and build up rapport with them to facilitate redressal of consumer grievances. While addressing the participants he said that helplines provides a hand-holding to consumers in distress which in turn provides relief to the consumers. This forms an important part of the redressal mechanism. He stressed more of awareness to the consumers need to be created as most of them are not aware of what and how of consumer issues being faced and their remedies. He said helplines should be sensitive to the consumer needs for better redressal of consumer grievances.

### **One Day Training Programme for the Advisors & Coordinators of State Consumer Helpline Rajasthan on December 20, 2018.**

The advisors and coordinators were provided on various complaints and their solutions to advise the consumers who will call the helplines and collection of database of local service providers so that helplines can take up the consumer complaints for the redressal.

**Table 6: Training Programme for Coordinators & Advisors of State Consumer Helpline**

Sr. No.	State Name	1st Training Programme (7-11 Feb, 2011)	2nd Training Programme (14-18 March, 2011)	3rd Training Programme (1-5 Aug, 2011)	4th Training Programme (23-27 April, 2012)	5th Training Programme (26-28 Feb, 2013)	6th Training Programme (04-06 Sept, 2013)	7th Training Programme (03-05 Feb, 2014)	8th Training Programme (Training Schedule on 17-19 Dec, 2014)	9th Training Programme of GSK (24-26 Aug, 2015)	10th Training Programme of GSK (7-9 June, 2016)	11th Training Programme of SCH (12-14 Dec, 2018)	1st Training Programme of ZCH (27-29 Sept, 2017)	Handholding support of SCH and GSK	Handholding support of ZCH, Gujarat (14-18 Nov, 2017) and Kolkata (21-25 Nov, 2017)	Total Trainings
1	Andaman-Nicobar					√	√									2
2	Andhra Pradesh	√				√										2
3	Arunachal Pradesh		√							√						2
4	Assam				√								√			2
5	Bihar	√	√								√		√	√		5
6	Chandigarh													√		1
7	Chhattisgarh				√	√						√	√	√		5
8	Dadra Nagar Haveli															0
9	Daman & Diu					√										1
10	Delhi							√					√			2
11	Goa					√										1
12	Gujarat		√					√	√		√		√	√	√	7
13	Haryana	√			√		√		√					√		5
14	Himachal Pradesh			√	√			√	√					√		5
15	Jammu & Kashmir															0

16	Jharkhand				√	√					√					3
17	Karnataka		√		√	√		√		√	√		√			7
18	Kerala								√							1
19	Lakshadweep															0
20	Madhya Pradesh			√								√		√		3
21	Maharashtra											√				1
22	Manipur					√			√							2
23	Mizoram			√												1
24	Puducherry				√		√		√							3
25	Rajasthan													√		1
26	Sikkim	√	√					√								3
27	Telangana								√	√						2
28	Uttar Pradesh	√				√		√				√		√		5
29	West Bengal	√					√			√	√		√		√	6
	<b>Total No. of Participants</b>	<b>27</b>	<b>18</b>	<b>20</b>	<b>22</b>	<b>24</b>	<b>22</b>	<b>17</b>	<b>18</b>	<b>35</b>	<b>14</b>	<b>13</b>	<b>20</b>	<b>99</b>	<b>21</b>	<b>370</b>

## Consumer Advocacy

Of-late telecom companies seems to have started unethical business practices in prepaid mobile connections where the plans were subscribed by the consumers for life time validity period. As per the regulations, the companies cannot change the plans during its life time. On the other hands, the companies changed these plans and started charging the fee to keep the validity of the connections. . The issue was taken up for the necessary intervention of Telecom Regulatory Authority of India and Department of Consumer Affairs vide letter No. IIPA/CCS/SCHKRMP/2018 dtd. 31/12/2018.

## Knowledge Database:

The IT Portal is being continuously updated with uploading of knowledge based database. Some of the recent updates have been on:

1. Citations – MRP Judgment , NCDRC Judgment on charging of VAT on discounted MRP ,Punjab SDRC Judgment on charging of VAT on discounted MRP
2. Acts & Regulations: Consumer Protection (twenty second Amendment) Rules, 2018 for waiver of fee for filing a complaint in consumer forum, The Negotiable Instruments (Amendment) Act, 2018 NO. 20 of 2018
3. Consumer advisories- **“Transacting at ATM”**
4. Quarterly Newsletter “Consumer Connect”
5. Monthly “Consumer Bulletin” and “Monthly Statistical Report”
6. Daily News(Consumer Issues)- **“703”**
7. Data Updation for District/Blocks of Chhattisgarh
8. Opinion Poll- **“Are you getting deceived by retailers charging GST on MRP/ Discounted MRP?”**

## IT Portal Analytical Report (October – December 2018)

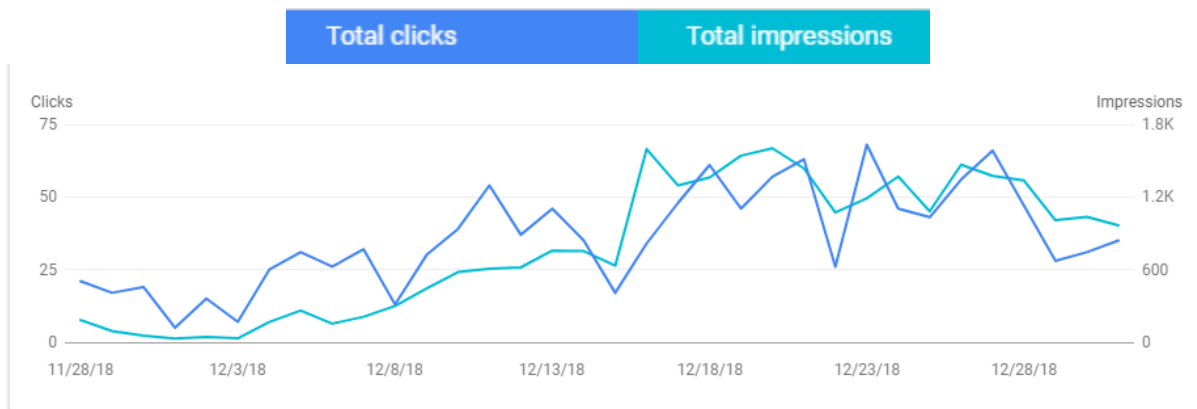
**Audience Overview:** This report gives a quick overview of the overall performance of the website – number of sessions, users (both new and returning), page views, average session duration, bounce rate, new sessions.

S. No.	Overview	Oct – Dec 2018
1.	<b>Users</b> <i>(Users who have initiated at least one session during the date range)</i>	<b>2,948</b>
2.	<b>New Users</b> <i>(The number of first-time users during the selected date range)</i>	<b>2,947</b>
3.	<b>Sessions</b> <i>(Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session)</i>	<b>5,260</b>
4.	<b>Number of Sessions per User</b> <i>(The average number of Sessions per user)</i>	<b>1.78</b>
5.	<b>Page Views</b> <i>(Page views is the total number of pages viewed. Repeated views of a single page are counted)</i>	<b>7,288</b>
6.	<b>Pages/Session</b> <i>(Pages/Session (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted)</i>	<b>1.39</b>
7.	<b>Avg. Session Duration</b> <i>(The average length of a Session)</i>	<b>00:02:09</b>
8.	<b>Bounce Rate</b> <i>(The percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds)</i>	<b>79.24%</b>



**Website Performance:** This report shows how website performs in Google search results: how often it comes up on Google searches, average position for various keywords, where traffic comes from (country, devices, and even search type—web search or image search), click-through rate, and other special search features.

S. No.	Overview	Oct – Dec 2018
1.	<b>Total Clicks</b> <i>(It's how many times a user clicked through to your site)</i>	<b>1,224</b>
2.	<b>Total Impression</b> <i>(It's how many times a user saw a link to your site in search results)</i>	<b>26,642</b>
3.	<b>Average CTR</b> <i>(It's the percentage of impressions that resulted in a click)</i>	<b>4.6%</b>
4.	<b>Average Position</b> <i>(It's the average position in search results for your site)</i>	<b>20.1</b>



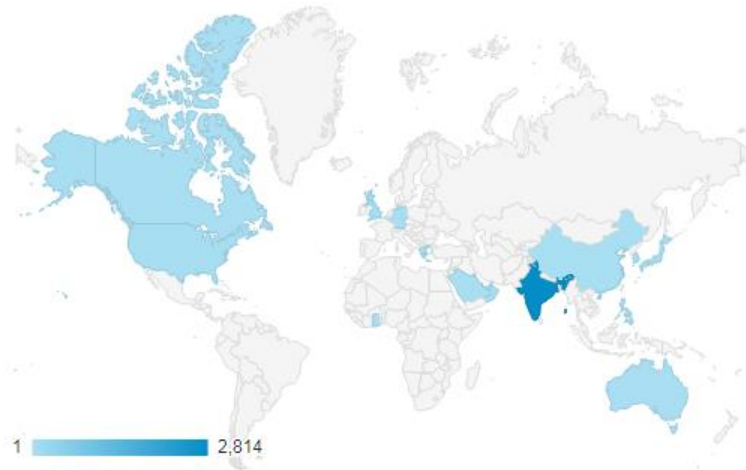
**Queries:** The Google Search queries that generated impressions of your website URLs in Google organic search results.

[Click here to see queries report >>](#)

**Pages:** This helps you to determine which of your web pages is bringing the most people to your website.

[Click here to see pages report >>](#)

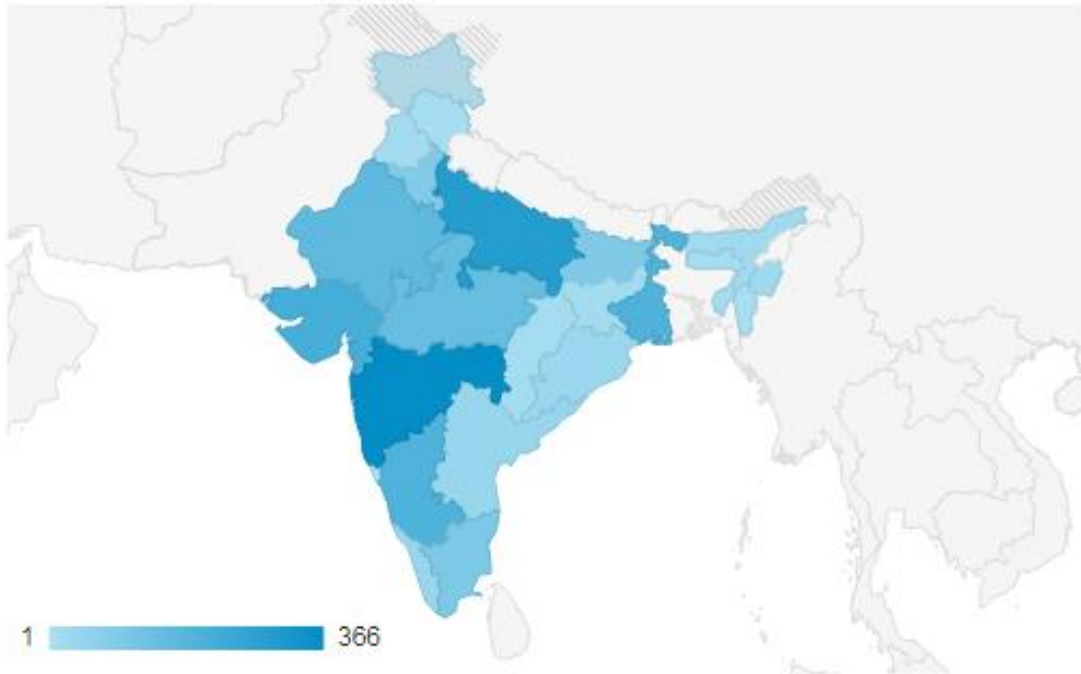
**Location (WORLD):** The location report provides information about the geographic location of users from various Countries.



S No.	Country	Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
1.	India	2814	5121	78.89%	1.39	131.62
2.	United States	46	47	95.74%	1.04	35.79
3.	Germany	16	16	87.50%	1.25	32.19
4.	United Kingdom	12	13	76.92%	1.23	53.08
5.	China	11	12	83.33%	1.17	0.83
6.	South Korea	11	11	100.00%	1.00	0.00
7.	(not set)	9	9	100.00%	1.00	0.00
8.	United Arab Emirates	6	6	83.33%	1.17	168.67
9.	Saudi Arabia	6	6	100.00%	1.00	0.00
10.	Singapore	3	3	100.00%	1.00	0.00
11.	Australia	2	2	100.00%	1.00	0.00
12.	Belgium	2	2	100.00%	1.00	0.00
13.	Oman	2	2	100.00%	1.00	0.00
14.	Qatar	2	3	66.67%	1.67	325.00
15.	Canada	1	1	100.00%	1.00	0.00
16.	Ghana	1	1	100.00%	1.00	0.00
17.	Gibraltar	1	1	100.00%	1.00	0.00
18.	Greece	1	1	100.00%	1.00	0.00
19.	Japan	1	1	100.00%	1.00	0.00
20.	Kuwait	1	1	100.00%	1.00	0.00
21.	Philippines	1	1	100.00%	1.00	0.00

*\*(not set) is a placeholder name that Analytics uses when it hasn't received any information for the selected dimension*

**Location (INDIA):** This location report provides information to see where users come from various states of India.



S No.	Region	Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
1.	Maharashtra	366	550	83.64%	1.23	67.08
2.	Delhi	340	635	73.54%	1.85	202.90
3.	Uttar Pradesh	296	674	76.56%	1.33	153.03
4.	Telangana	294	380	75.26%	1.41	110.11
5.	Gujarat	219	379	82.85%	1.25	99.05
6.	Karnataka	199	228	80.70%	1.25	72.87
7.	West Bengal	197	314	80.89%	1.31	104.15
8.	Rajasthan	165	283	73.14%	1.54	172.88
9.	Madhya Pradesh	147	655	80.92%	1.34	181.40
10.	Tamil Nadu	99	113	77.88%	1.27	67.72
11.	Bihar	93	101	76.24%	1.33	62.64
12.	Haryana	92	103	81.55%	1.26	54.47
13.	Chandigarh	70	171	91.23%	1.15	35.39
14.	Andhra Pradesh	40	48	85.42%	1.19	20.92
15.	Kerala	36	44	68.18%	1.41	51.59
16.	Odisha	34	36	63.89%	1.50	142.92
17.	Manipur	23	25	64.00%	1.68	183.36

18.	Assam	19	23	82.61%	1.26	30.74
19.	Punjab	17	22	72.73%	1.59	76.00
20.	Jharkhand	16	237	79.32%	1.53	258.99
21.	Chhattisgarh	15	24	83.33%	1.21	112.04
22.	Uttarakhand	15	19	84.21%	1.21	57.21
23.	Jammu and Kashmir	11	11	72.73%	1.27	31.55
24.	Tripura	11	14	100.00%	1.00	0.00
25.	Himachal Pradesh	10	17	94.12%	1.18	8.65
26.	Meghalaya	9	10	70.00%	1.30	41.00
27.	Puducherry	3	3	33.33%	2.00	551.33
28.	Goa	1	1	100.00%	1.00	0.00
29.	Mizoram	1	1	100.00%	1.00	0.00

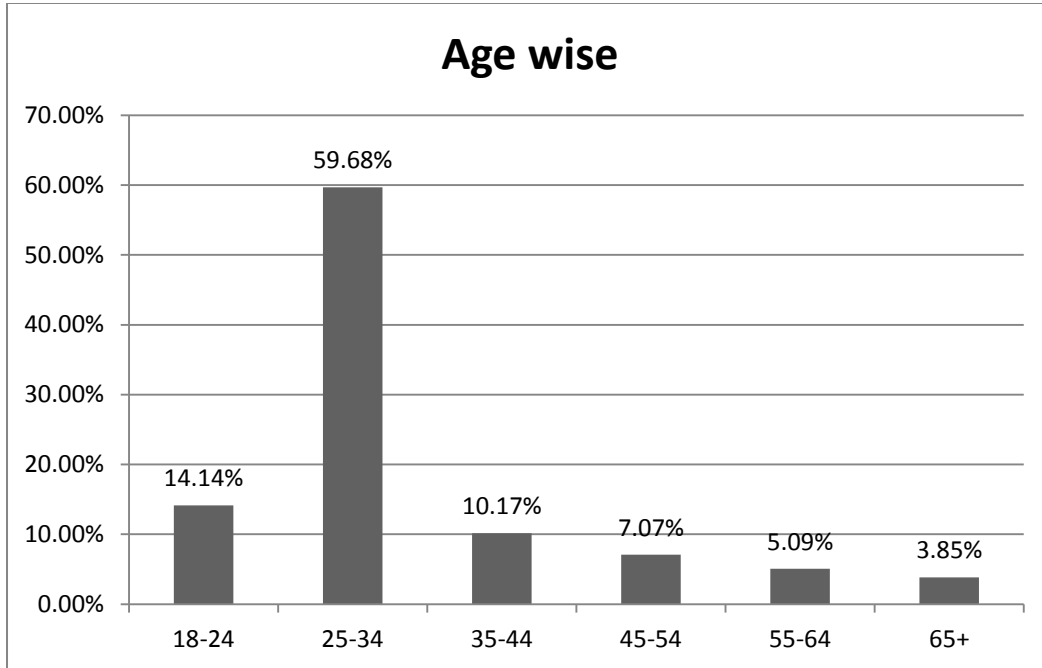
**Acquisition Overview:** This report gives you a quick overview of the top channels of the website traffic – direct traffic, organic search, referral, social media, display advertising, email and paid search (i.e. AdWords)

S. No.	Default Channel Grouping	Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
1.	Direct	2545	3857	78.77%	1.39	121.46
2.	Organic Search	327	1268	80.68%	1.39	159.62
3.	Referral	109	124	79.84%	1.31	60.33
4.	Social	9	11	72.73%	1.64	53.09

**Audience Demographics and Interests:** Demographics and interests data provides information about the age and gender of the users, along with the interests they express through their online travel and purchasing activities. While 3.85% of the visitors are from the age of 65+ years, about 59% of the visitors to the website are in the age bracket of 25-34.

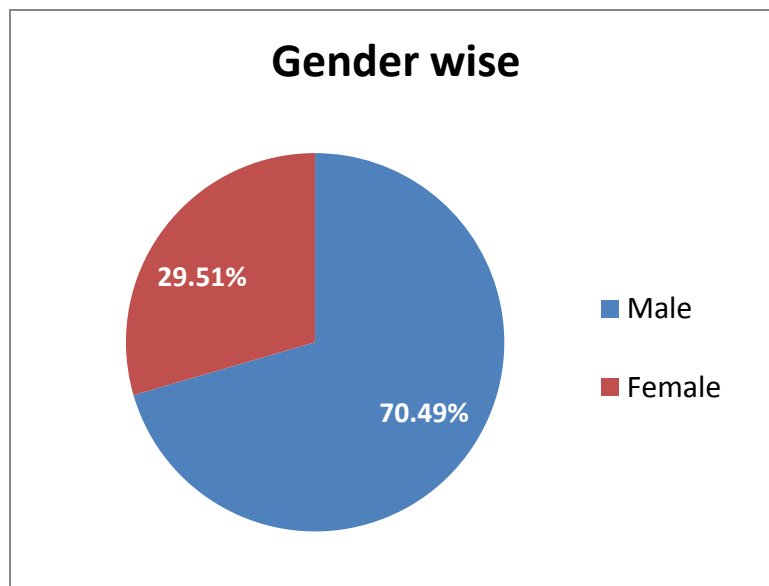
**Age wise:**

S. No.	Age	Users
1.	18-24	114
2.	25-34	481
3.	35-44	82
4.	45-54	57
5.	55-64	41
6.	65+	31



**Gender wise:**

S. No.	Gender	Users
1.	Male	571
2.	Female	239



**Interest:** The Interests Overview report returns the users top ten interest categories to include Affinity Categories, In-Market Segments and Other.

**a. Affinity Categories** look at user lifestyle. For example, some affinity categories include News Junkies, Sports Fans, and Cooking Enthusiasts.

1.	News & Politics/Avid News Readers	3.88%
2.	Shoppers/Value Shoppers	3.70%
3.	Lifestyles & Hobbies/Business Professionals	3.36%
4.	Technology/Mobile Enthusiasts	3.27%
5.	Food & Dining/Cooking Enthusiasts/30 Minute Chefs	2.69%
6.	Home & Garden/Do-It-Yourselfers	2.60%
7.	Shoppers/Luxury Shoppers	2.47%
8.	Technology/Technophiles	2.46%
9.	Sports & Fitness/Health & Fitness Buffs	2.41%
10.	Media & Entertainment/Movie Lovers	2.36%

**b. In-Market Segments** tell you about your users' product-purchase interests.

1.	Employment	4.45%
2.	Employment/Government & Public Sector Jobs	3.49%
3.	Education/Test Preparation & Tutoring	3.45%
4.	Financial Services/Banking Services	3.45%
5.	Education/Post-Secondary Education	3.27%
6.	Consumer Electronics/Mobile Phones	3.23%
7.	Financial Services/Investment Services	2.69%
8.	Travel/Bus & Rail Travel	2.61%
9.	Travel/Trips by Destination/Trips to Asia-Pacific/Trips to India	2.60%
10.	Telecom/Mobile Phone Service Providers	2.51%

**c. The Other Category** provides the most specific user interest information of the three categories by narrowing the focus of Affinity Categories. For example, a News Junkie in Affinity Categories may be more specifically identified as a person interested in News/Weather or News/Politics.

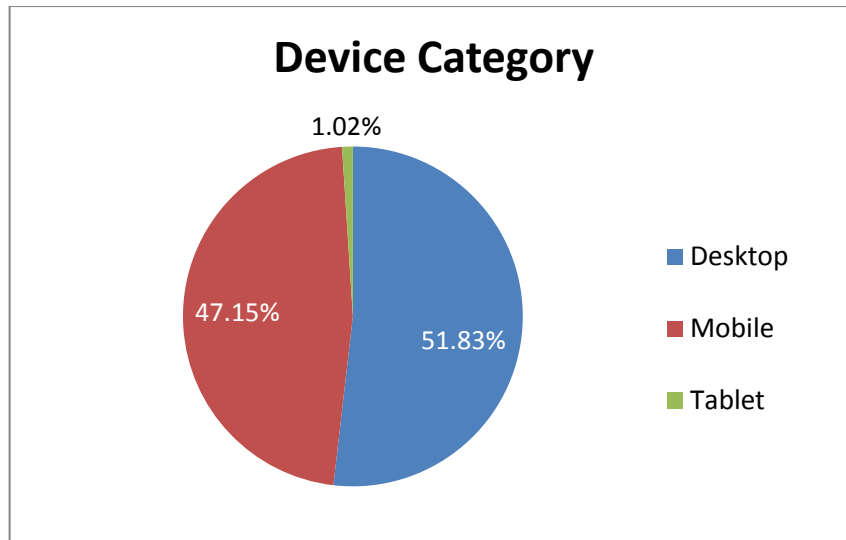
1.	Arts & Entertainment/Movies/Bollywood & South Asian Film	8.08%
2.	Jobs & Education/Education/Standardized & Admissions Tests	4.17%
3.	Arts & Entertainment/Celebrities & Entertainment News	4.07%
4.	Sports/Team Sports/Cricket	3.77%
5.	Arts & Entertainment/TV & Video/Online Video	3.69%
6.	Travel/Bus & Rail	3.59%
7.	Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones	3.26%
8.	News/Politics/Campaigns & Elections	2.78%
9.	Arts & Entertainment/Music & Audio/World Music/South Asian Music	2.52%
10.	Finance/Banking	2.44%

**Source/Medium:** This report provides information about both the source (i.e. the origin of your traffic, such as a search engine (for example, google) or a domain (example.com)) and the medium (i.e. the general category of the source, for example, organic search (organic), cost-per-click paid search (CPC), web referral (referral)) of the traffic data.

S. No.	Source/Medium	Users	Sessions	Bounce Rate	Pages/ Session	Avg. Session Duration
1.	(direct) / (none)	2545	3857	78.77%	1.39	121.46
2.	google / organic	298	1126	82.15%	1.35	126.24
3.	haryanafood.gov.in / referral	58	62	83.87%	1.23	22.66
4.	bing / organic	25	26	96.15%	1.04	10.38
5.	stateconsumerhelpline.upgov.info / referral	8	8	75.00%	1.38	15.25
6.	consumereducation.in / referral	7	7	85.71%	1.14	29.71
7.	consumer.tn.gov.in / referral	6	6	100.00%	1.00	0.00
8.	cuts-international.org / referral	6	6	83.33%	1.17	38.50
9.	m.facebook.com / referral	5	6	66.67%	1.50	30.67
10.	t.justdial.com / referral	5	5	60.00%	1.40	2.60
11.	yahoo / organic	5	116	62.93%	1.77	517.16
12.	consumerhelpline.gov.in / referral	4	4	75.00%	1.25	8.00
13.	facebook.com / referral	4	5	80.00%	1.80	80.00
14.	analytics.google.com / referral	3	8	50.00%	2.63	596.88
15.	clap.nls.ac.in / referral	3	3	33.33%	1.67	228.33
16.	dailyseo.xyz / referral	2	2	0.00%	2.00	5.00
17.	demo.cuts-cart.org / referral	2	2	100.00%	1.00	0.00
18.	demo.cuts-chd.org / referral	2	3	100.00%	1.00	0.00
19.	cercindia.org / referral	1	1	100.00%	1.00	0.00
20.	demo.cuts-international.org / referral	1	1	100.00%	1.00	0.00
21.	duckduckgo.com / referral	1	1	100.00%	1.00	0.00
22.	feast.punjab.gov.in / referral	1	2	100.00%	1.00	0.00
23.	in.search.yahoo.com / referral	1	1	100.00%	1.00	0.00
24.	search.monstercrawler.com / referral	1	1	100.00%	1.00	0.00
25.	shodan.io / referral	1	1	100.00%	1.00	0.00

**Device Category:** This report provides information about the devices category people have used to access your website (desktop vs mobile vs tablet)

S. No	Device Category	Users
1.	Desktop	1528
2.	Mobile	1390
3.	Tablet	30



**Languages:** This is based on the language setting on your users' browser when they visit your site.

S. No.	Language	Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
1.	en-us (English United States)	2009	4060	80.15%	1.39	140.47
2.	en-gb (English United Kingdom)	610	792	76.26%	1.36	92.33
3.	en-in (English India)	275	340	75.00%	1.41	91.05
4.	en (English)	12	13	61.54%	1.46	149.31
5.	ko (Korean)	11	11	100.00%	1.00	0.00
6.	hi (Hindi)	9	15	66.67%	1.80	136.53
7.	hi-in	6	8	87.50%	1.63	56.75
8.	c	5	5	100.00%	1.00	0.00
9.	zh-cn (Chinese PRC)	3	3	100.00%	1.00	0.00
10.	en-ca (Canadian English)	2	4	100.00%	1.00	0.00
11.	fr (French Standard)	2	2	50.00%	1.50	21.50
12.	gu (Gujarati)	2	2	50.00%	1.50	19.00
13.	bn (Bengali)	1	1	100.00%	1.00	0.00
14.	doi-in (dogri)	1	1	100.00%	1.00	0.00
15.	en-au (Australian English)	1	1	100.00%	1.00	0.00
16.	ml-in (Malayalam)	1	1	100.00%	1.00	0.00
17.	te (Telugu)	1	1	100.00%	1.00	0.00



**Browser & OS:** This report provides information about what browsers people have used to access your website.

S. No.	Browser	Users	Sessions	Bounce Rate	Pages/ Session	Avg. Session Duration
1.	Chrome	2455	4584	78.32%	1.41	140.82
2.	Firefox	173	319	87.15%	1.19	59.24
3.	UC Browser	80	88	86.36%	1.18	19.13
4.	Safari	68	75	90.67%	1.11	26.17
5.	Internet Explorer	46	50	92.00%	1.10	14.84
6.	Samsung Internet	36	46	67.39%	1.63	129.33
7.	Android Webview	24	28	78.57%	1.32	42.71
8.	Edge	21	23	95.65%	1.09	10.09
9.	Opera	20	22	72.73%	1.41	55.77
10.	Opera Mini	8	8	50.00%	1.75	176.50
11.	Safari (in-app)	8	8	100.00%	1.00	0.00
12.	(not set)	2	2	100.00%	1.00	0.00
13.	Amazon Silk	2	2	50.00%	1.50	12.00
14.	Mozilla	2	2	100.00%	1.00	0.00
15.	Mozilla Compatible Agent	2	2	100.00%	1.00	0.00
16.	Android Browser	1	1	0.00%	2.00	110.00

### Operating Systems (OS)

S. No.	Operating System	Users	Sessions	Bounce Rate	Pages/ Session	Avg. Session Duration
1.	Windows	1471	3462	81.60%	1.38	149.71
2.	Android	1330	1637	73.06%	1.41	96.30
3.	iOS	75	84	91.67%	1.10	15.65
4.	Macintosh	29	29	93.10%	1.07	5.86
5.	Linux	26	30	96.67%	1.07	12.87
6.	(not set)	8	8	75.00%	1.63	41.00
7.	Windows Phone	3	3	33.33%	1.67	262.00
8.	Chrome OS	2	3	100.00%	1.00	0.00
9.	Samsung	2	2	100.00%	1.00	0.00
10.	Tizen	2	2	100.00%	1.00	0.00