

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:2173

ANSWERED ON:09.03.2011

UNSOLICITED CALLS/SMS

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Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether the Do Not Disturb (DND) Services, meant to prevent unsolicited calls and SMS, take a lot of time for activation;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether the new regulation put in place to curb unsolicited commercial communication has fixed any time frame for activation of DND Services by operators;
- (d) if not, the reasons therefor; and
- (e) the steps taken by the Government to block such calls/SMS immediately after opting for the service by the customer?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI SACHIN PILOT)

(a) & (b) : Madam, in order to curb Unsolicited Commercial Communications, the Telecom Regulatory Authority of India (TRAI) notified the Telecom Unsolicited Commercial Communications Regulations, 2007 dated 5th June, 2007, putting in place a framework for controlling unsolicited commercial communications. It envisaged establishment of a National Do Not Call (NDNC) Registry to facilitate registration of requests from customers who do not wish to receive Unsolicited Commercial Communications (UCC). As per the provisions of regulations total time taken for customer registration was 45 days. A time of 45 days was given for updating the data by telecom service providers to NDNC registry, once a subscriber registers for not receiving any Unsolicited Commercial Communication (UCC).

(c) & (d) It is observed that the framework that has been put in place to curb UCC in 2007 has not been effective and needs revision. Therefore, TRAI has issued "The Telecom Commercial Communications Customer Preference Regulations, 2010" on 1st December 2010 with the objective to provide an effective mechanism for curbing Unsolicited Commercial Communications. The Telecom Commercial Communications Customer Preference Regulations, 2010 have been framed keeping in view the interest of the customers and telemarketers while ensuring effective implementation. As per the provisions of these regulations, the Access Provider has to update the registry within 24 hours once the subscriber registers for not receiving Unsolicited Commercial Communication (UCC). The activation time for subscribers' registration has been reduced to 7 days as compared to previous 45 days.

(e) Various provisions have been made to prevent unwanted call/SMS under The Telecom Commercial Communications Customer Preference Regulations, 2010. Main features of regulations in this regards are:

(i) Sharing of National Customer Preference Register with Access Providers and telemarketers so that telephone databases can be effectively scrubbed before initiating telemarketing activities.

(ii) Filtering and auto-blocking of calls and SMS to customers according to their options, if any.

(iii) Disconnection of telecom resources of defaulting telemarketers and blacklisting to ensure that they do not get any telecom resources from any other access provider.

(iv) Provisions to effectively implement the provisions of the Regulations.