

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

UNSTARRED QUESTION NO:2246

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TCCC PREFERENCE REGULATIONS

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

- (a) whether the Telecom Commercial Communications Customer (TCCC) preference regulations 2010 have come into force in the country;
- (b) if so, the salient features thereof;
- (c) the steps taken by the Government so far for the implementation of the said regulations;
- (d) whether the subscribers are still receiving unsolicited commercial/fraudulent calls/SMSs even after registering with ``Do not Disturb Registry``; and
- (e) if so, the details thereof and the action taken by the Government in this regard alongwith the penalties imposed on telecom operators for violation?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI MILIND DEORA)

(a)&(b) Madam, the Telecom Regulatory Authority of India (TRAI issued "The Telecom Commercial Communications Customer Preference Regulations, 2010" on 1st December, 2010 with the objective to provide an effective mechanism for curbing Unwanted commercial calls and SMSs. All the provisions of the said regulation have come into force from 27th September 2011. These regulations prohibit sending of Unsolicited Commercial Communications (UCC) to those customers who have registered their telephone number in the "National Customer Preference Register" for not receiving Unsolicited Commercial Communications. The salient features of the regulation are as under :

- (i) Filtering of calls & SMSs by Access provider.
- (ii) Simplify Scrubbing Process by Sharing of Database.
- (iii) Provision of Security Deposit by Telemarketers to their Access Service Providers.
- (iv) Provision of Blacklisting of telemarketers:
- (vi) Financial Disincentive on Access Service Provider in case of violation of the regulation.
- (vii) Separate number Series for Telemarketers & Specified SMS header for easy identification of commercial calls.
- (viii) Options to the customer to exercise his preference.
- (ix) No commercial communication to be sent between 9.00 PM to 9.00 AM.
- (x) Restriction on More than 200 SMS per SIM per SIM Per Day.
- (xi) 5 paise Promotional SMS Termination Charge prescribed.

(c) For implementation of the "The Telecom Commercial a Communications Customer Preference Regulations, 2010". TRAI has taken the following step:

(i) The National Customer Preference Register (NCPR) has been established through national Informatics Centre (NIC) for registering the requests of the customers for not receiving Unsolicited Commercial Communications (UCC). The registration of customers in the "National Customer preference Register" has started from 10th February 2011.

(ii) The Telecom Commercial Communications Customer Preference (TCCCP) we portal [www.nccptrai.gov.in](http://www.nccptrai.gov.in) was established for facilitating online registration of telemarketers and for facilitating service providers to upload details of resources allocated to telemarketers, details of customers registered with NCPR, details of complaints lodged by customers etc.

(iii) Online registration of telemarketers with TRAI was started from 15th January 2011.

(iv) Number series '140' has been allocated for the registered telemarketers for making voice calls so that customers can identify telemarketing calls coming from registered telemarketers.

(v) The complaints received about violation of the regulations are being monitored by TRAI.

(d)&(e) Since coming into force of these regulations from 27th September 2011, the number of unwanted commercial calls/SMS have come down substantially. Prior to this regulation, on an average 47454 complaints were received per month. (March 2010 to March 2011). However, the total number of complaints lodged by telecom consumers with their service providers from 27th September to 15th November, 2011 were only 5979 (3587 complaints per month). The service providers are required to take action on the complaints lodged by customers. TRAI has conducted sample audit of some of the major service providers and collected 942 sample complaints for analysis. Analysis of action taken by service providers on these sample cases are in progress and in case of any violation, action will be taken as per the provisions of the regulations.