

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

UNSTARRED QUESTION NO:15  
ANSWERED ON:24.11.2014  
UNSOLICITED CALLS  
Mani Shri Jose K.

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

- (a) whether the Government has taken note of the large number of cases of unsolicited calls and messages taking place despite clear instructions in this regard;
- (b) if so, the details thereof;
- (c) whether the Government has taken any steps to curb the menace of Unsolicited Commercial Calls and messages in the country;
- (d) if so, the details thereof; and
- (e) the action taken by the Government against such agencies making unsolicited commercial calls and messages?

**Answer**

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI RAVI SHANKAR PRASAD)

(a) & (b) Madam, TRAI has laid down the framework for controlling Unsolicited Commercial Communications (UCC) through the 'Telecom Commercial Communications Customer Preference Regulations, 2010'. These regulations have been reviewed from time to time and so far TRAI has issued Fifteen Amendment Regulations and Directions to address implementation issues and to further tighten the regulatory framework. These regulations prohibit sending of UCC by telemarketers/ subscribers to telecom consumers, who have registered their numbers in the National Customer Preference Register (NCPR) for not receiving UCC. TRAI has been monitoring complaints lodged by consumers regarding receipt of Unsolicited Commercial Communications (UCC) through the TRAI portal ([www.nccptrai.gov.in](http://www.nccptrai.gov.in)) set up under the framework of the 'Telecom Commercial Communications Customer Preference Regulations, 2010' for controlling the menace of UCC. It has been observed from data of the complaint registered in the portal in past years that there is a decrease in numbers of UCC.

(c) & (d) To curb the UCC, TRAI has undertaken various measures, due to which the number of such complaints have decreased. The details of the key initiatives taken by TRAI are given below:

- (i) Disconnection of telecom resources of the offending subscriber on receipt of a valid complaint and blacklisting of the name and the address of such subscriber.
- (ii) Disconnection of all telecom resources of such subscriber, upon blacklisting, by all other service providers.
- (iii) Disconnection of telecom resources of agencies or individuals for whom UCC has been solicited through unregistered telemarketers.
- (iv) Minimum charges of 50 paisa per SMS sent beyond 100 SMS per day per SIM to discourage the misuse of bulk SMS packs by telemarketers. A restriction of 200 SMSs per hour has also been put on sending bulk SMSs through software application by unregistered telemarketers.

Further, there is also provision of financial disincentives on telecom service providers in the regulation, which provides the Financial Disincentive on telecom service providers for the following:

- (i) For failure to prevent Unsolicited Commercial Communications (UCC) originated from the service providers network by subscribers who are not registered with TRAI as a telemarketer- The Service Provider shall pay up to a maximum of Rs. 5,000/- financial disincentive for each valid complaint and
- (ii) For contraventions of the provisions of the regulations – Rs. 1 Lakh first contravention, Rs. 5 lakhs for second contravention and Rs. 10 lakhs for third and each subsequent such contravention.

In accordance with the above provisions, TRAI has been imposing financial disincentive on telecom service providers.

(e) The TRAI takes required precautionary measures including financial disincentive through regulations and amendments as per need from time to time to address the issue of UCC. The TRAI has also taken following steps in past years to curb UCC:

1 Total complaints received by service providers 9,90,947  
(From 27.9.2011 to 31.10.2014)

2 Number of notices sent to unregistered 2,86,910  
telemarketers (From 27.9.2011 to 24.05.2013)  
( Before 12th Amendment)

3 Number of Telephone disconnections of 5,25,104  
unregistered telemarketers (From 27.9.2011  
to 31.10.2014)

4 Additional disconnections on account of 735803  
UCC sent (Proactive / call back numbers  
/ Entities)

5 Number of notices sent to Telemarketers 413,1.80 Crores  
with deduction in their security deposit  
and total amount deducted so far  
(From 27.9.2011 to 31.10.2014)

6 No. of Telemarketers Blacklisted 19  
(From 27.9.2011 to 31.10.2014)

7 No. of service providers on which financial 13,7,12,92,500/-  
disincentive is imposed and total amount  
collected so far (From 27.9.2011 to 31.10.2014)

8 No. of unregistered TMs blacklisted for 240222  
2 years till 31.10.2014