

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

UNSTARRED QUESTION NO:1544  
ANSWERED ON:21.07.2014  
FUNCTIONING OF TELE MARKETING COMPANIES  
Nayak Shri B.V.

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

- (a) whether the Government has taken note that the operations of illegal telemarketing companies have increased manifold in the country;
- (b) if so, the details thereof during the last three years and the current year, State-wise; and
- (c) the steps taken/being taken by the Government to regulate the operations of tele- marketing companies?

**Answer**

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

(a) & (b) Madam, through the Telecom Commercial Communications Customer Preference Regulation, 2010, Telecom Regulatory Authority of India (TRAI) has laid down a revised framework for addressing Unsolicited Commercial Communications (UCC) and these regulations came into force with effect from 27.09.2011. TRAI has also issued various amendments to these regulations and a number of directions to make the regulatory framework more effective.

TRAI has been monitoring complaints lodged by consumers regarding receipts of Unsolicited Commercial Communications (UCC) through the TRAI portal [www.nccptrai.gov.in](http://www.nccptrai.gov.in) set up under this framework.

It is observed that complaints related to unauthorized telemarketing activity from unregistered telemarketers (who are not registered with TRAI) have decreased during last two years.

The year-wise details of such complaints registered in the portal from 27.09.2011, the day regulations have come into force, till date are given below:

S.No. Period No. of complaints Average complaints per month 1. 2011-12 (27.09.2011 to 31.03.2012) 83003 13833 2. 2012-13 427041 35588 3. 2013-14 397772 33147 4. 2014-15 33216 11072 ( upto 30.06.2014)

State-wise data of complaints is not being maintained.

(c) To curb the UCC originated by subscribers who are not registered with TRAI as a telemarketer, TRAI has undertaken various measures due to which the number of such complaints has decreased. The details of recent initiatives by TRAI are given below:

# 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 for two years.

# Disconnection of all telecom resources of such subscriber, upon blacklisting, by all other service providers.

# Minimum charges of 50 paise per SMS sent beyond 100 SMS in a day so as to discourage telemarketers from using bulk SMS packs.

# Disconnection of telecom resources of agencies or individuals for whom UCC has been solicited.

# Financial Disincentive on telecom service providers at a rate not exceeding Rs. 5000/- per valid complaint for failure to prevent UCC on their network.