

**GOVERNMENT OF INDIA
MINISTRY OF COMMUNICATIONS
DEPARTMENT OF TELECOMMUNICATIONS**

**RAJYA SABHA
UNSTARRED QUESTION NO.1818
TO BE ANSWERED ON 28TH DECEMBER, 2018**

CURBING PESKY CALLS AND MESSAGES

1818. SHRI MD. NADIMUL HAQUE:

Will the Minister of COMMUNICATIONS be pleased to state:

- (a) whether Government maintains a list of registered telemarketers;
- (b) if so, the details thereof;
- (c) the details of impact of it on the curbing of pesky calls and messages, so far;
- (d) whether Government plans to bring changes to existing regulations for curbing pesky calls and messages;
- (e) if so, the details thereof along with the reasons therefor; and
- (f) whether Government plans to use blockchain technology for curbing pesky calls and subscribers, if so, the details thereof?

ANSWER

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF COMMUNICATIONS &
MINISTER OF STATE IN THE MINISTRY OF RAILWAYS
(SHRI MANOJ SINHA)**

(a) & (b) The telemarketers were being registered with TRAI under the provisions of the Telecom Commercial Communications Customers Preference Regulations, 2010. The registration was done by telemarketers through online TCCCP Portal i.e. <http://www.nccptrai.gov.in/nccpreistry>. Under these regulations 8455 telemarketers were registered. TRAI has recently laid down new regulations 'Telecom Commercial Communications Customers Preference Regulations, 2018' which came into force on 19.07.2018. As per the new regulations, the telecom service providers have to register the telemarketers.

(c) The registration of telemarketers has helped in curbing unsolicited commercial communication (UCC) by these telemarketers because of the stringent penal provisions for violation of the provisions of the regulations through recovery from the security deposit maintained with service providers while taking telecom resources.

(d) to (f) There had been complaints relating to receipt of UCC, which were mostly against unregistered telemarketers. Further, the menace of fraudulent calls and messages had also emerged in a big way and this issue was red-flagged by other sectoral regulators, like SEBI (Securities and Exchange Board of India) and RBI (Reserve Bank of India), who had sought TRAI's assistance in controlling these activities. Therefore, TRAI had undertaken public consultation on the framework for controlling Unsolicited Commercial Communication (UCC) and after considering the comments of stakeholders during public consultation, a new framework for controlling UCC was released through draft regulations for public consultation. After considering the views of stakeholders received on the draft consultation, TRAI had notified a new framework for controlling UCC through Telecom Commercial Communications Customers Preference Regulations, 2018 dated 19.7.2018.

The salient features of the regulations are:

- a) Adoption of Distributed Ledger Technology (or block chain) as the regulatory technology (RegTech) to ensure regulatory compliance while allowing innovation in the market.
- b) Co-regulation where Telecom Service Providers/ Access Providers establish and arrange the frame work, which is legally backed by regulations.
- c) Enabling compliance through innovation in technology solutions that are demonstrated in a regulatory sandbox.
- d) Enhanced controls and new options for all entities to perform their functions and to carry on their businesses efficiently.

These regulations would enable development of newer tools based on Artificial Intelligence or other technologies for an easier subscriber experience in setting preferences, governing consent and reporting violations. The measures outlined above would also bring in the necessary flexibility and speed to combat the spammers who continually change their tactics and morph their identities to escape detection.
