

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 1490
TO BE ANSWERED ON 15TH DECEMBER, 2023**

PROTECTION OF CONSUMERS UNDER NATIONAL DO NOT DISTURB REGISTRY

1490 SHRI LAHAR SINGH SIROYA:

Will the Minister of Communications be pleased to state:

- (a) the steps taken/to be taken by Government to protect consumers who have registered with the National Do Not Disturb registry to escape from pesky calls and spam commercial messages; and
- (b) details of the number of complaints received and action taken in this regard, in the last four years?

ANSWER

**MINISTER OF STATE FOR COMMUNICATIONS
(SHRI DEVUSINH CHAUHAN)**

(a) to (b) Several measures have been taken to protect consumers from pesky calls and spam commercial messages. TRAI has issued Telecom Commercial Communications Customer Preference Regulations, 2018 (TCCCPR-2018) and directions are issued thereunder from time to time.

2. Since 2019, over 20 Telemarketers, roughly 500 PEs, more than 3,000 SMS headers, and more than 40,000 content templates have been put on a blacklist for sending phishing SMS or Unsolicited Commercial Communication (UCC). Additionally, to comply with TRAI's directions dated 16.02.2023, mobile companies have temporarily deactivated more than 4 Lakh headers and over 11 Lakh content templates to prevent the transmission of promotional messages through unregistered telemarketers or telemarketers using 10-digit telephone numbers.

3. Government conducted an AI/ML (Artificial Intelligence/Machine Learning) based analysis of the entities sending commercial SMS with their headers and content templates, more than 20,000 Principal Entities (PEs), 30,000 SMS headers and 1.95 lakh SMS content templates have been removed.

4. As per the Performance Monitoring Reports (PMRs) submitted by Mobile Companies, action taken against Unregistered Telemarketers (UTMs) during April-2020 to September-2023 is as follows.

- Usage caps were imposed in 7,90,843 number of cases during investigation of complaints.
- Warning notices were issued in 11,06,920 number of cases for first instance of violations.
- Usage caps were imposed for 6 months in 1,92,816 number of cases for second instance of violation.
- 74,113 telephone connections were disconnected for violating regulations for third time.

5. So far, TRAI has imposed Financial Disincentive amounting to Rs. 109.92 crores in accordance with the provisions of TCCCPR-2018.
