

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

**LOK SABHA
STARRED QUESTION NO. 198
TO BE ANSWERED ON 2ND AUGUST, 2023**

IVR IN REGIONAL LANGUAGE

†*198. SHRI GOPAL JEE THAKUR:

Will the Minister of COMMUNICATIONS be pleased to state:

- (a) whether various telecommunication companies provide Interactive Voice Response (IVR) and customer service facility in regional languages of every State and if so, the details thereof;
- (b) whether customer service is not available in Maithili language which has been recognised under the Eighth Schedule of the Constitution and is widely spoken in almost 22 districts of Bihar and if so, the details thereof;
- (c) whether the Government is likely to issue any guidelines to the telecom companies in this regard; and
- (d) if so, the details thereof?

ANSWER

**MINISTER OF RAILWAYS, COMMUNICATIONS AND ELECTRONICS AND
INFORMATION TECHNOLOGY
(SHRI ASHWINI VAISHNAW)**

- (a) to (d) A statement is laid on the Table of the House.

STATEMENT TO BE LAID ON THE TABLE OF LOK SABHA IN RESPECT OF PARTS (a) TO (d) OF THE LOK SABHA STARRED QUESTION NO. 198 FOR 2ND AUGUST, 2023 REGARDING “IVR IN REGIONAL LANGUAGE.”

(a) to (d) Telecom Regulatory Authority of India (TRAI) has issued various regulations concerning language options to be provided to customers in Interactive Voice Response (IVR) and customer service facility. The relevant part of these regulations are as follows:

Telecom Consumers Complaint Redressal Regulations, 2012:

Section 3(1) - *A Complaint Centre for a service area shall provide the service in the local language of that service area in addition to Hindi and English.*

Section (9) - *Every service provider shall ensure that an Interactive Voice Response System or IVRS, if installed on a “Consumer Care Number”, is operated and the first level of the IVRS provides for language selection.*

Telecom Consumers Protection (Eighth Amendment)- Regulations, 2015 (5 OF 2015):

Schedule – III - *On receipt of request from the consumer through IVR, the service provider shall provide to the consumer, over the recorded IVR, the choice of language for interaction, which shall be in English, Hindi and in the regional language.*

Government has issued an advisory to all Telecom Service Providers (TSPs) to provide IVR and Customer Care Services in all the languages mentioned in the Eight schedule of the Constitution of India, including Maithili.
