

1	2	3
4	Reliance	16.31
5	Vodafone Essar	15.97
6	TATA Teleservices Ltd	10.42
7	Idea Mobile Communication	10.73
8	Aircel	6.54
9	Loop Mobile	0.36
10	Quadrant Televentures Ltd. (Formerly HFCL Ltd)	0.18
11	Sistema Shyam	1.33
12	Uninor	2.97
13	Stel	0.37
14	Etisalat DB Telecom	0.15
15	Videocon	0.80

**Unwanted telemarketing calls**

3305. SHRI S. THANGAVELU: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether Government has formulated any regulation to curb unwanted telemarketing calls which are huge disturbance to the telephone subscribers;

(b) if so, the details thereof and whether TRAI had also issued any new regulations in this regard;

(c) what are the other actions taken by Government to prevent unwanted telemarketing calls; and

(d) the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI MILIND DEORA): (a) to (d) Yes Sir. In order to curb Unsolicited Commercial Communications, the Telecom Regulatory Authority of India (TRAI) notified the Telecom Unsolicited

Commercial Communications Regulations on 5th June, 2007, putting in place a framework for controlling unsolicited commercial communications. It envisaged establishment of a National Do Not Call (NDNC) Registry to facilitate registration of requests from customers who do not wish to receive Unsolicited Commercial Communication (UCC). To improve the effectiveness of the framework, TRAI had subsequently amended these regulations by issue of the Telecom Unsolicited Commercial Communications (Amendment) Regulations dated 17th March, 2008 and had imposed financial disincentives for non-compliance of regulatory provisions by the telecom service providers. These regulations were further amended by the Telecom Unsolicited Commercial Communications (Second Amendment) Regulations dated 21st October, 2008, simplifying the customer enrolment process, smoothening the system for redressal of complaints related to UCC.

However, despite various measures taken by TRAI for curbing Unsolicited Commercial Communications, dissatisfaction on this account among telecom customers continued. Although the number of unsolicited commercial voice calls has decreased, the number of unsolicited SMS has not reduced. It was observed that the framework that has been put in place to curb UCC in 2007 has not been effective and needed revision. Therefore, TRAI has issued "The Telecom Commercial Communications Customer Preference Regulations, 2010" on 1st December, 2010 with the objective to provide an effective mechanism for curbing Unsolicited Commercial Communications. The main features of the Telecom Commercial Communications Customer Preference Regulations, 2010 are as follows:

- (i) Filtering of Calls & SMS both by Access Service Provider and Telemarketers.
- (ii) In order to ensure effective control, there is a provision of security deposit by Telemarketers to their Access Service Providers and deduction ranging from Rs.25,000/- to Rs.2.5 lakhs in case of violation.
- (iii) In case telemarketer is not complying with the regulation even after deduction from security deposit, there is a provision for blacklisting of telemarketers.
- (iv) Disconnection of telecom resource(s) of Unregistered Telemarketers by Access Service Providers.
- (v) In case Access Service Provider is not complying with the regulation, there is a provision to levy financial disincentive ranging from Rs One lakh to Ten lakhs.
- (vi) The regulations lay down a separate number series and specified SMS header for telemarketers for voice calls and SMSs respectively.

- (vii) The customer can opt to block all commercial communication or opt for partially blocked category.

As per the provisions of The Telecom Commercial Communications Customer Preference Regulations, 2010, registration of telemarketers has started on web portal [www.nccptrai.gov.in](http://www.nccptrai.gov.in) from 15th January, 2011. Registration of customer preference on National Customer Preference Registry (NCPR) has started from 10th February, 2011. Other operational provisions of regulations will come into force from such date as may be notified by the TRAI.

**Show cause notices to UAS licence holder**

3306. SHRI RAJEEV CHANDRASEKHAR: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether Department of Telecommunications (DoT) has issued Show Cause Notices to Unified Access Sendees (UAS) licence holders after 1 December, 2010; and

(b) if so, the details thereof, including names of licencees, date of issuance, date of reply, action contemplated under the Show Cause Notice and whether the Show Cause Notice was a result of the CAG Report or TRAI letter dated 18 November, 2010?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI MILIND DEORA): (a) Yes, Sir.

(b) The details of the Show Cause Notices issued by the Department of Telecommunications (DoT) to the Unified Access Services (UAS)/Cellular Mobile Telephone Service (CMTS) licence holders after 1 December, 2010 including names of UAS/CMTS licensees, date of issuance of the Show Cause Notice, date of reply, action for which the Show Cause Notices were issued and: indicating whether the Show Cause Notice was a result of the CAG Report or TRAI letter dated 18 November, 2010 are given in the statement.