



भारतीय जनता पार्टी
Bharatiya Janata Party

To,
The Secretary,
Department of Telecommunication, **ITRAE**
Sanchar Bhawan, New Delhi.

9

R. Ad. (IT&C) (17/08)

Sub: Recommendations on consultation paper on "Unsolicited Commercial Communication (UCC)".

The Bharatiya Janata Party (BJP) uses telecom services for the following purposes:

1. Membership

The Party, in Nov 2014, launched a nationwide 'missed call' campaign to enrol new members. It today has over 11.4 crore members. We have used a toll-free number 18002662020 for the membership drive.

2. For political campaigns and information dissemination

This involves communication with members of the party who have chosen to opt-in to the service. None of this is a commercial activity.

Based on the above, we have the following recommendations:

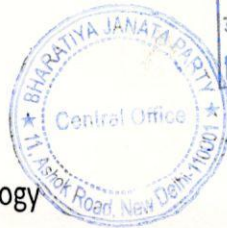
- (I) BJP is a political party and should be exempted from transactional/promotional SMS charge of 5 paisa/SMS.
- (II) Sender id length should vary between 6 to 8 characters and numeric characters should be allowed too.
- (III)
 - (a) Official sender id needs to be white listed through a one-time approval process authorised by designated office bearer of the party.
 - (b) Any new sender id which is approved by the authorised office bearer of BJP should be approved by competent authority
 - (c) All similar/duplicate id must be barred from sending SMS and discontinued.
- (IV) A political organization like the BJP should not be required to validate mandatory opt-in every six months. If a member wants to cancel his/her membership then we will provide a specific web link/number where they can text to opt out.
- (V) In cases where the existing number has been allocated to another person and he complains to TRAI against unsolicited SMS/calls, the organization should be given 10 working days to remove the number from the membership database. Such requests can be sent via TRAI or through the web link/number we put on our website.

I hope you will take the above suggestion in good faith and provide us with an enabling working environment.

Sincerely

Amit Malviya

Amit Malviya
National Head-Information and Technology
Bharatiya Janata Party



सचिव/ ड्राई
डायरी सं. 4138
दिनांक 12-10-17



भारतीय दूरसंचार विनियामक प्राधिकरण
महानगर दूरसंचार भवन, नई दिल्ली-2

11 OCT 2017

डायरी सं. 18611

11, अशोक रोड, नई दिल्ली-110 001, दूरभाष : 23005700 फेक्स : 23005787

11, Ashok Road, New Delhi-110 001, Phone : 23005700 Fax : 23005787

Sl.No	State	Sender ID	Purpose Sender ID
1	Andhra Pradesh	BJPAPD	BJP4AP
2	Arunachal Pradesh	BJPARP	BJP4AR
3	Assam	BJPASM	BJP4AS
4	Bihar	BJPBIH	BJP4BR
5	Chhattisgarh	BJPCHH	BJP4CG
6	Goa	BJPGOA	BJP4GA
7	Gujarat	BJPGUJ	BJP4GJ
8	Haryana	BJPHAR	BJP4HR
9	Himachal Pradesh	BJPHPD	BJP4HP
10	Jammu and Kashmir	BJPJNK	BJP4JK
11	Jharkhand	BJPJHA	BJP4JH
12	Karnataka	BJPKAR	BJP4KA
13	Kerala	BJPKER	BJP4KL
14	Madhya Pradesh	BJPMPS	BJP4MP
15	Maharashtra	BJPMAH	BJP4MH
16	Manipur	BJPMNP	BJP4MN
17	Meghalaya	BJPMEG	BJP4ML
18	Mizoram	BJPMIZ	BJP4MZ
19	Nagaland	BJPNLD	BJP4NL
20	Odisha	BJPODI	BJP4OR
21	Punjab	BJPPUN	BJP4PB
22	Rajasthan	BJPRAJ	BJP4RJ
23	Sikkim	BJPSIK	BJP4SK
24	Tamil Nadu	BJPTND	BJP4TN
25	Telangana	BJPTEL	BJP4TG
26	Tripura	BJPTRI	BJP4TR
27	Uttar Pradesh	BJPUTP	BJP4UP
28	Uttarakhand	BJPUKD	BJP4UK
29	West Bengal	BJPWBG	BJP4WB
30	Andaman and Nicobar Islands	BJPANI	BJP4AN
31	Chandigarh	BJPCDH	BJP4CH
32	Dadar and Nagar Haveli	BJPDNH	BJP4DH
33	Daman and Diu	BJPDND	BJP4DD
34	Delhi	BJPDEL	BJP4DL
35	Lakshadweep	BJPLDP	BJP4LD
36	Puducherry	BJPPUD	BJP4PY
37	Central Office	BJPHQO	BJP4HQ
38	Central Office	BJPLOK	BJP4LS
39	Central Office	BJPRJS	BJP4RS
40	Central Office	BJPMED	BJP4MD
41	Central Office	NAMOPM	
42	Central Office	MEMBER	
43	Central Office	DSPMRF	