

COMMENTS AND VIEWS ON CONSULTATION
PAPER-TARIFF ISSUES RELATED FOR SMS AND
CELL BROADCAST ALERTS DISSEMINATED
THROUGH COMM ALERTING PROTOCOL CAD
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Question 1: What are the technical options available with the Telecom Service

Providers for mass message dissemination through Common Alerting

Protocol (CAP) platform during disasters and non-

disasters and what are the challenges being faced with respect to these technology options?

ANS-The system allows sending geo intelligent CAP messages as per

latitude and longitude of the targeted area. Upon receipt of CAP alert message ,

TSPs identify Base Transceiver Station (BTS) and their latched subscribers within

targeted area. Then SMS/Cell Broadcast is disseminated to identified subscribers

within targeted area automatically. Therefore,

dissemination of CAP alert SMS

through TSPs network is different from propagation of conventional peer-to-peer.

Question 2: Which method of mass message dissemination for alert, Short

Service Message or Cell Broadcast Service, is preferred? Please provide supporting reasons.

ANS-The system allows sending geo intelligent CAP messages as per latitude and longitude of the targeted area. Upon receipt of CAP alert message , TSPs identify Base Transceiver Station (BTS) and their latched subscribers within targeted area. Then SMS/Cell Broadcast is disseminated to identified subscribers within targeted area automatically. Therefore, dissemination of CAP alert SMS through TSPs network is different from propagation of conventional peer-to-peer

Question 3: What is the success rate in delivery of messages in each of the methods adopted by the operators for dissemination of messages to the masses? Please provide details.

ANS-The purpose of this consultation paper is to elicit stakeholders' views on the tariff for SMS/Cell Broadcast disseminated by TSPs through CAP platform during disasters/ non-disasters and to understand the technical aspects that might have an impact on the costing of the service.

Question 4: What are the challenges related to customer end devices that may

arise due to Cell Broadcast Service? If so, what are they and what is the extent (total number as well as percentage) of such cases encountered so far? In case an operator has first-hand experience, then the same may be shared with facts.

ANS-The Authority has issued a regulation The Telecom Commercial Communication Customer Preference Regulations (TCCCPR)[2], 2018. As per provisions of regulation 35 of TCCCPR, 2018, Terminating Access Provider (TAP) may charge Originating Access Provider (OAP)

Question 5: Is there a need for an elaborate tariff fixation exercise for CAP messages? In the alternative, would it be better from the perspective of ease of regulation to keep all categories of alerts/ messages given in paragraph 2.6 above including those at categories (i),(ii) and (iv) thereof, free of charge? Is keeping all CAP alerts/ messages free of charge an economically prudent and viable option?

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TSPs identify Base Transceiver Station (BTS) and their latched subscribers within targeted area. Then SMS/Cell Broadcast is disseminated to identified subscribers within targeted area automatically.

Question 6: If answer to the question number 5 is No, then whether the service SMS charges of up to Rs 0.05 (up to five paise) as mentioned at Regulation 35 of TCCCPR 2018 be adopted for SMS/Cell Broadcast alerts/ messages sent through CAP platform?

ANS-Establishing institutional framework to promote monitoring of activities, rapid dissemination of early warning disaster notifications and better coordination and collaboration between relevant Ministries / Departments, including the National Disaster Management.