

## **Consumer Awareness Programme (CAP) – Tirupur CAP Report**

A Consumer Awareness Programme (CAP) for Telecom, Broadcast and Broadband users, organized under the auspices of the Telecom Regulatory Authority of India (TRAI), was conducted on 09.03.2026 at St. Joseph's College for Women, Tirupur. The programme commenced under the leadership of Rev.Sr. Dr. Arulselvi, the Principal of the College.

At the outset, S. Valarmathi, Head of the Department of Commerce, delivered the introductory address, explaining the objectives and significance of the programme. Subsequently, T. Akalya, a second-year student of the Department of Commerce, delivered the welcome address and warmly welcomed the dignitaries and participants.

Rev.Sr. Dr. Arulselvi, Principal of the College, presided over the programme and delivered the presidential address. In her address, she elaborated on the rights of consumers in the Telecom, Broadcast and Broadband sector, the importance of receiving quality services, and the procedures for lodging complaints regarding service deficiencies.

She also emphasized the need for students to become aware and responsible Telecom and Broadband consumers. Furthermore, she advised that in the context of rapidly advancing information technology, both students and the general public should keep themselves updated and remain vigilant against online frauds, while also spreading awareness among their families and friends circle and neighbors.

Representatives from BSNL also participated in the programme and addressed the gathering. AGM Shri Arogyaraj, AGM Shri M. Veerakumar, and Shri J. Aravinthan, JTO (Sales) shared their perspectives during the session.

AGM Shri Arogyaraj, in his address, explained the Quality of Service (QoS), policies of BSNL, the grievance redressal mechanisms, and the various services provided by the BSNL. AGM Shri M. Veerakumar emphasized that the public should remain alert and cautious against online frauds in accordance with the guidelines issued by TRAI. Shri J. Aravinthan, JTO (Sales) elaborated on the complaint redressal procedures and the process of Mobile Number Portability (MNP).

Following this, John K. Thirunavukkarasu, a TRAI registered Consumer Advocacy Group (CAG) Member and Director of the ROSE Trust, delivered a detailed presentation based on the TRAI 2025-26 Third Quarter CAP topics.

Dr. Arulselvi

Through a PowerPoint presentation, he explained consumer rights relating to Telecom and Broadcasting services, Tariff details, Grievance redressal mechanisms, Quality of Service (QoS), and the functions and initiatives of TRAI.

Further, he provided explanations on Unsolicited Commercial Communications (UCC) and Spam Calls, the provisions of TCCCPR 2023, and the measures taken by TRAI to curb spam communications. He also explained the procedure for DND registration through 1909, the method for lodging spam complaints, the process of Mobile Number Portability (MNP), and the usage of TRAI mobile applications such as DND, My Speed, My Call, and Channel Selector. Demonstrations were also provided through visual presentations on the procedures for submitting consumer complaints, standards of Quality of Service (QoS), and aspects of digital safety.

Advocate K. Selvam, an experienced professional in the telecom sector and an activist working for consumer welfare, delivered a special address explaining the Quality of Service (QoS), the provisions under The Standards of Quality of Service of Access (Wire line and Wireless) and Broadband (Wire line and Wireless) Service Regulations - 2024, the Standards of Quality of Service, the Digital Connectivity Framework, and issues relating to digital security.

All the questions raised by the participants were addressed in accordance with TRAI guidelines, and detailed clarifications were provided, particularly in response to the queries raised by the students.

The participants expressed their appreciation for the initiatives undertaken by TRAI to protect telecom consumers. They also requested that more such awareness programmes be organized in the future.

The programme commenced at 10:30 AM and concluded at 12:45 PM with the vote of thanks delivered by S.Punitha, a second-year student from the Department of Computer Science and Engineering (CSE). The event was organized with the cooperation of the College management and faculty members.

A total of 126 students participated in the programme, along with 8 professors and lecturers.

This programme significantly enhanced awareness among the students regarding telecom and broadcasting services, particularly in areas such as Spam Calls, Billing Transparency, and Quality of Service (QoS).

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The programme was publicized on social media 15 days prior to the event, and reminders were shared again three days before the programme and on the day of the event. The details of the programme were also informed in advance to the TRAI Regional Office. TRAI awareness videos were screened using a projector, and the TRAI banner was prominently displayed at the venue. Photographs and a one-minute video recording of the programme were taken. Awareness pamphlets were also distributed to the students.

Yours Truly,

John K. Thirunavukkarasu

(John K. Thirunavukkarasu)

CAG Member – TRAI