

- Ans.1** The main factors contributing to the poor effectiveness of Telecom. UCC have Been: a) A large number of subscribers have not registered for NDNC registry either being not aware of the process of registry or they do not trust it or they are too busy /lethargic to register themselves for NDNC,though they do get disturbed by UCC; b)Substantial number of Telemarketers are not registered with DOT, as large number of UCC calls are being made by unregistered Telemarketers; c)Present Financial disincentives for Telemarketers are too low i.e. Rs. 500/- for first UCC and Rs. 1000/- for subsequent UCC; d) Service Providers hesitate to take action against the defaulting Telemarketers,as they are high revenue subscribers.The financial disincentive against the Service Providers too is low i.e. Rs. 5000/- for first non-compliance and Rs. 20,000/- for subsequent non-compliance ;e) A large number of subscribers do not take pains to register the complaints for UCC;
- Ans. 2** There is no doubt of an urgent need to review the existing regulatory regime of UCC to make it more effective.The registration of the Telemarketers with DOT must be made mandatory with a provision of reasonable penalty by enacting a legislation.At the same time,the defaulting Service Providers too should be imposed heavy fines on finding his complicity.The subscribers have to be encouraged to register in NDNC against UCC, by way of wide publicity on popular TV Channels,as the existing means have almost failed.
- Ans. 3** Yes,Do Call Registry or Opt-in approach will certainly be more effective,as only those subscribers who want to receive UCC,will get themselves registered with NDCR.If the UCC calls are still being received by those subscribers,who have not registered with NDCR, the heavy deterrent penalties need to be imposed on the offenders, both on Telemarketers and the Service Providers.UCC has to be declared an offence by way of a legislation and wide publicity given to it.
- Ans. 4** The blockade of Telecom Resource of Telemarketers will not succeed in curbing the menace of UCC.TRAI/DOT must encourage the Telemarketers to register them with DOT and make them available the Database of subscribers legally, free or at a nominal rate.At the same time there have to be stringent penalties against those be it Telemarketers or the Service Provider,who flout the UCC PROVISIONS.
- Ans.5** The controlling of maximum number of calls or SMSes technically, will not help the matter. UCC voice calls can be drastically controlled, if Telemarketers use only NDCR DATA.
- Ans. 6** We do not subscribe to the idea.
- Ans. 7** The financial disincentive,which are not commensurate with the volume of

business earned by Service Providers, has to be enhanced substantially. The implementation of the UCC PROVISIONS has to be absolute. The switch-over to Opt-in approach will certainly succeed. There should be a provision, that if a registered subscribers for NDNC registry or unregistered subscriber for DCR still gets a UCC, he should be compensated by giving a lion's share of the penalty recovered.

Ans. 8 As answered under 7

Ans.9 UCC complaint booking has to be made simple and wide publicity given on popular TV CHANNELS. The complainant, if found correct, has to be compensated financially.

Ans. 10. Yes there is a need to enact a legislation to check the menace but the implementation process too has to be made effective.

Ans.11 Yes, we agree.

Ans.12 We do feel the proposed framework to register on NDCR will be more user-friendly and far more effective, as no registration will be required for not receiving the UCC. Only interested subscribers will register in NDCR. Consumers will get important information free of charge. NDCR will facilitate the timing of Commercial Call. The telemarketers will save on data cost, free from any legal action. The actual business of Telemarketers will increase, as their calls will be targeting the prospective customers.

Ans.13 The National Informatics Centre will be the right choice.

Ans.14 Yes, we agree that the present NDNC registry can effectively be converted to NDC registry. There has to be a broad categorization of services and products e.g. Loans, Insurance, Travel, Sock Market, Credit Card, Real Estate, Sports etc. etc., for which the subscriber could register for one or more of such products/services. The option process has to be dynamic and permit changes. The database must be made available to Telemarketers, initially free of cost. Once it is popular, it could be market driven.

Ans. 15 No comments.