

TRAI ISSUES FOR CONSULTATION:

Ans. to Q.1) Regarding blocking the delivery of promotional SMS's per hour with same signature as proposed in Chap. 2, para .2.1.3, I think that it will not have that much effect on the unregistered Telemarketers as they will send their promotions using another signature on and on.

I believe that the Telemarketers should be restricted to a fixed numbers of SMS's per day(24 hours) which will be less than 200 SMS's/hour as well as they may imposed with a penal charge fixed by TRAI against the violation of the same.

Ans. to Q.2) Regarding the issues discussed in para 2.1.1. to 2.1.4, what I believe is that the limit on number of SMS's may be restricted to 200/24hours(1day) instead of 200/hour. In this way the Telemarketers will bring under control their tendency of sending of bulk SMS's to the telecom consumers and the later will be relieved from the condition of jammed network.

Ans. to Q.3)Regarding the issues discussed in para 2.2.1 to 2.2.3 I fully support the proposal of mandatory agreement from regd. Telemarketers in case of a third party engagement .

Ans. to Q.4) Regarding the proposal of disconnecting telecom resources (para 2.3.1 to 2.3.3), my opinion is that it should be curbed down to a maximum of 3/5 violations instead of 10 violations as well as a penalty charge may also be imposed against each time they do the violation.

In this method the UCC can be controlled to a large extent as no telemarketers would like pay penalty for merely promoting their products/concepts/ over telephone or mobiles where there is no certainty of their product's sale.

Ans. to Q.5) Additional framework to restrict UCC other than the one proposed in para 2.3.1 to 2.3.3 may be as following:

- The "1909" or registration process against UCC /SMS may be made more simple & activation time for the same should be within 2/3 hours from the time of sending request by a customer.

- A telecom customer may be given the choice/option to opt for receiving or not receiving the Commercial Call/SMS when they fill up the form to get a new SIM connection from any service provider.
- If possible such software or system may be developed that can block the entry of UCC/SMS's automatically to a particular SIM number after it has received a maximum 5/10 nos. of UCC/SMS's within an hour.

Ans.to Q.6)Regarding the time frame for implementation of facility for lodging UCC related complaints on the website of service providers (para 2.4.1 to 2.4.3), my suggestion will be for setting up a new system for lodging UCC related complaints for the customers who are not computer friendly ,not a regular user of computer or unaware of the said website for lodging their complaints .Especially for the rural level telecom customers a simplified complaint lodging procedure may be developed which will be easy of access to a any layman who can only make/ receive a call or send an SMS.

Ans. to Q.7) Regarding any other frame work for registering of UCC related complaints I will suggest to prepare an easy to access or single operation and instant activating complaint registering system for all telecom consumers irrespective of any service provider. Details of the complaint registering system should be widely promoted through print & electronic media in a lucid and regional language that each & every telecom customer can understand the same.

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