

Dear Sir,

Warm Regards from Centre for Public Policy Research, Cochin. As a registered Consumer Activation Group, we wish to put forward , the following comments on **The Review of Telecom Commercial Communications Customer Preference Regulations,2010** :

- We suggest that primary responsibility of regulating unwanted commercial communication should be on the service provider. Technical difficulty should never be an excuse for fixing liability on service providers. Recent incidents in our country have proved that unmonitored bulk sms can be even an issue of national security. Service providers should be permitted to filter the content passing through their network and held liable for non performance.
- It needs to be explored whether commercial sms can be listed and segregated separately like spam e-mails.
- The formalities to register a complaint should be more easy and flexible. The present structure including DND needs to be implemented in a more effective manner.
- Remedial mechanism should be time bound .Customer must get remedy within 15 days.
- Proposal to disconnect telecom resources after 10 violations is strongly objected. Such an option is unheard and takes away the spirit of the regulation. Maximum permission can be only for 2 violations.

Re g a r d s ,

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