

To,
Mr.A.Robert J.Ravi,
Advisor (CI & QoS),
TRAI, New Delhi.

Dear Sir,

Greetings from SAMARPIT, Chhattisgarh..!!!

Our views on the proposed issues for **Consultation Paper** are as follow –

Issue 1 -

It is a good proposal of blocking the delivery of SMS from the source or number or entity sending more than a specified number of promotional SMS per hour with similar signature.

Issue 2 –

200 SMS per hour having similar signature should be the limit. This will check bulk promotional SMS and networking speed will also increase.

Issue 3 –

Yes undertaking / agreement from registered telemarketers and other transactional entities should be taken, if they want to outsource promotional activities to a third party, which should be registered telemarketer will always abide by the rules and regulation.

Issue 4 –

It is a very good proposal to disconnect telecom resources after ten violations, of entities for which the promotion is being carried out.

But given chance for 10 violations is too much, rather 3 violations are enough for punishing i.e. disconnect telecom resources.

Issue 5 –

The above mentioned proposal is good enough but it will be successful only when all the parties that are Consumer, Subscriber and third party are briefed about it.

Issue 6 –

Time frame for implementation of the facility for lodging UCC related complaints on the website of service providers should be 15 days. Because 15 days are enough for implementation of any valuable thing.

Issue 7 –

No, the one mentioned in 2.4.1 is consumer friendly.

About Draft Regulation –

The regulation made by TRAI to further amend the Telecom Commercial Communications Customer Preference Regulation, 2010 (6 of 2010) are very appealing and will definitely salve the main purpose that is curbing UCC.

Provided an awareness campaign is run for consumer before bringing these amendments in action.

Hopefully above views of mine will curb UCC.

Thanks ...With Regards,

Yours Faithfully,

Dr. Sandeep Sharma,

Secretary,

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