

Registration process/facility (1909) in National Do Not Call Registry and also complaint procedure:

[Extracts from Telecom Unsolicited Commercial Communications Regulations, 2007 (4 of 2007) dated 5.6.2007 and amended later on 17th March 2008]

The Authority has been receiving complaints from various quarters regarding telemarketing calls and unsolicited SMSs. Such messages disturb the recipients, intrude into their privacy and impose a cost. Responding to the near hostile expressions of consumers with telemarketing, the Authority initiated a consultation process with all the stakeholders and came out with a comprehensive regulation called the Telecom Unsolicited Commercial Communications Regulations in June 2007 for putting in place a mechanism for curbing the unwanted telemarketing calls. The main features of the Regulation are:-

- Establishment of a National Do Not Call Registry (NDNC registry) containing list of telephone numbers of the subscribers who do not want to receive Unsolicited Commercial
- Telemarketers will get registered with Department of Telecom through NDNC.
- Subscribers will get registered in NDNC through telecom operators and it will be effective after 45 days. Subscribers can register in NDNC registry by voice by dialing number '1909' or by sending SMS to this number.
- Telemarketers will do scrubbing their calling list through the NDNC site before making actual calls / SMSs to subscribers.
- Communications (UCC) / SMSs by National Informatics Centre (NIC), a Government Agency.
- Telephone subscriber (Landline or cellular) who does not wish to receive UCC can register their telephone number with their telecom service providers for inclusion in the NDNC.
- To discourage telemarketers from making calls to numbers registered in Do Not Call list, a provision has been made for prescribing higher tariff.
- The defaulter telemarketer could also face disconnection of telecom service.

(For more information refer to [Telecom Unsolicited Commercial Communications Regulations, 2007 dated 5.6.2007 and amended later on 21st October 2008](#))