

Respected Amit sir,

As per the Press Release No. 57/2021 titled 'Inviting counter comments on draft Telecommunication Tariff (66th Amendment) Order, 2021 on "Regulatory framework for USSD-based tariff" ', please find mentioned below the counter-comments on the guidelines.

1. USSD flow should be made part of the main menu of telco USSD \*121#
2. To grow the base of USSD we require two things:
  - a) All the telcos need to be live with the service to ensure maximum reach and adoption of the service.
  - b) All the telcos should promote the service via flash message and communication to increase awareness of the service as well.
3. NPCI is already bearing the cost for SMS and PSP fee on BHIM app that is being extended to bank and its users hence cost for USSD service should not be added onto NPCI.
4. Cost reduction can be looked at in a phased wide manner to see uptake in the service but the same needs to be coupled with awareness and accessibility to the service being made to see growth.

This is for your kind consideration.

Regards,

Shivang Goyal

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