



A Presentation on NDNC (National Do Not Call Registry)

Author : Syeda Tabassum

Approval : Nagaraj M.K.

Date : 16 Dec, 2010

Overview

- What is NDNC ?
- Objective of NDNC
- Definition of UCC
- Exclusions on UCC
- Penalties laid on UCC
- Procedure to register with NDNC
- Procedure to unregister with NDNC
- Procedure to raise a complaint against a UCC
- NDNC Action against the complaint raised
- Registration of Telemarketer with NDNC
- TRAI Regulations effective 1st Jan 2011

What is NDNC?

The NDNC Registry will be a data base having the list of all telephone numbers of the subscribers who do not want to receive UCC.

Objective of NDNC - The primary objective of the National Do Not Call Registry (NDNC Registry) is to curb Unsolicited Commercial Communication (UCC)

What messages are not considered as UCC?

- Any message (other than promotional message) relating to a service or financial transaction under a specific contract between the parties to such contract
- Any messages relating to charities, national campaigns or natural calamities transmitted on the directions of the Government or agencies authorized by it for the said purpose
- Any messages transmitted, on the directions of the Government or any authority or agency authorized by it, in the interest of the sovereignty and integrity of India, the security of the State, friendly relations with foreign States, public order, decency or morality.”

Registration Procedure



G7 Tech Solutions

Procedure to register with NDNC - Mobile or landline subscriber, who does not wish to receive telemarketing calls, can request their telephone number be included in the NDNC Registry. Such request is sent through their telecom service providers which will be stored in National Do Not Call Registry. Subscribers can make a Do Not Call requests via Letter, phone, SMS or on-line.

The telephone number "1909" is designated for registering your request in the National Do Not Call Registry. Registrations can be done either by calling or sending SMS with keywords "START DND" to "1909". Telephone calls/SMSs to this number are FREE of cost. The telecom service provider will acknowledge the request within ten days. Requests will become effective in 45 days from the date of request.

Unregister with NDNC

Subscriber may also cancel their earlier requests by calling or sending SMS with Keywords "STOP DND" to "1909". You may find your successful cancellation of registration will be effective after 45 days.

One is happy to have the choice to limit telemarketing contacts, but there are some telemarketing calls which one does not mind receiving. Is there a way to allow only certain companies to call? – Yes, NDNC does not provide a wide choice to the customer, He may choose to be under “full blocked “ category or “partially block” category, the details of the same are given in the other sliders

Penalties / Complaint Procedure



G7 Tech Solutions

What is the penalty laid if an UCC is made to a number registered with NDNC- To discourage the telemarketers who make calls to the numbers registered in Do Not Call List, a provision has been made whereby Rs.500/- shall be payable by the telemarketer to the service provider for every first unsolicited commercial communication (UCC) and Rs.1000/- shall be payable for subsequent UCC. There is a provision for disconnection of the telemarketer telephone number / telecom resource . If the UCC is sent even after levy of Rs.500/- & Rs.1000/- tariff. In case of non-compliance to the Telecom Unsolicited Commercial Communications Regulations, 2007, the Service Provider is also liable to pay an amount by way of financial disincentive, not exceeding Rs.5000/- for first non-compliance of the regulation and in case of second or subsequent such non-compliance, an amount not exceeding Rs.20,000/- for each such non-compliance.

Complaint Procedure - If your number has been on the National Do Not Call Registry for at least 45 days and you receive a call from a Telemarketer, you can file a complaint within 15 days from the receipt of UCC Calls/SMS with full details to your service Provider. The details must include the call originating number, date/time of the call and type of commercial message. The complainant should insist for the complaint No. which should be kept for further reference.

Registration of Telemarketer with NDNC

- After provisional registration (receipt of acknowledgement for service provide for registering as a Telemarketer), the Telemarketer will be given an ID and password through e-mail for usage of NDNC registry.
- Telemarketer shall make arrangement to get the calling list scrubbed by NDNC registry as per procedure laid down
- Telemarketer shall be responsible for arranging the resources for data Connectivity to NDNC/clients remote locations.



Registration Form

Procedure for scrubbing the calling list –

Uploading of File -

- Telemarketer logins to NDNC portal www.ndncregistry.gov.in (ID and password have been provided through E-mail after successful telemarketer registration)
- Telemarketer selects “File upload”.
- Telemarketer will be prompted to enter total number of phone numbers to be uploaded for scrubbing
- After entering the total number of phone numbers, the screen will
- display the ‘Browse’ option

- The Telemarketer browses and selects the excel file and uploads it.
- If the Total Number of Telephones entered in does not match with the number of Telephone numbers available in the file, a E-mail is generated saying “The file containing_____telephone numbers has been rejected, as the total number of telephones entered does not tally with the number of telephone numbers actually in the file”. Also appropriate message is displayed on screen.
- Upon successful uploading, a E-mail is generated by system containing following contents: “The file containing ___telephone numbers, has been
- accepted for scrubbing. This file has been given _____ reference number. Please quote this reference number for future queries”.
- Uploaded file will be scrubbed by NDNC within 24 hrs and an e-mail will be sent to Telemarketer on scrubbing informing that the file is available for download

Downloading of File :

- Login to www.ndncregistry.gov.in
- Select “File Download” option
- Select reference number from the drop down list
- File download option is presented to the Telemarketer
- Telemarketer clicks on download

- File can be downloaded for viewing. This file will be in excel format Contain cleaned list, do-not-call list and rejected list

- The suspended numbers are the numbers which are not in the proper format. These numbers have not been processed by the

- NDNC registry. Please do not call them before getting them scrubbed

- The file would be available for download up to 72 hours in the System.

Instructions to remember

- Presently, Telemarketer can upload only one file per day.

- The file should be in excel format. No other format shall be accepted.

- The Telemarketers are not permitted to upload their files for scrubbing on 15th and last day of very month.

- It should be ensured that the telephone numbers must be entered in excel file starting from 1st row and 1st column and there should not be any blank row in the file. The file should contain maximum of 2 sheets and each sheet should contain maximum of 65000 records

- To ensure that all the telephone numbers in the uploading file

- should be

- i. Numeric

- ii. First digit should not be zero

- iii. First two digits should not be 95

The Telecom Regulatory Authority of India (TRAI) has issued “**The Telecom Commercial Communications Customer Preference Regulations, 2010**”. This Regulation covers both **Commercial calls** as well as SMSs. It will be effective from 1st January, 2011. Listed are a few updates in the regulations





New updates in TRAI Regulations effective 1st Jan 2011

Sl.No	New updateds effective 1st Jan 2010	Previous Regulations
1	Provides "fully blocked " category or "Partially blocked" category. In the partially blocked category, the customer can received calls/sms from the categories chosen by him. The seven categories are 1. Banking / Insurance/Financial products, Credit Cards 2. Real Estate 3. Education 4. Health 5. Consumer good and automobiles 6.communication / Broadcasting / Entertainment / IT 7. Tourism and Lesiure . Thus, the customer can either choose his categories (Do Call), or choose to be under the fully blocked category (Do not Call) or not to register at all.	The customer has no choice but to only go for a fully blocked category, where he does not have the choice of selecting on the 7 categories listed. He is only provided with "Do not Call Registry" .
2	Customer registration effective after 7 days	Customer registration effective 45 days after registration
3	All telemarketers have the facility of registering online. They can also make payment of the necessary fees either online or offline. The registration will be immediate on payment of registration fee. Telemarketers currently registered with DOT should reregister.	Registration and payment of necessary fees has to be done at the service providers office listed on the site www.ndncgov.in
4	Scrubbing of numbers given to the service providers to avoid delays	Scrubbing of numbers done by a centralised agency causing delays
5	The defaulting telemarketers will be liable to pay heavy penalties: - First offence - Rs. 25,000/ Second offence - 75,000/ Third offence Rs.80,000/- Fourth offence Rs.1,20,000/, Fifth offence Rs. 1,50,000/and Sixth offence Rs.2,50,000/- . The Service Providers are required to deduct these amounts and deposit the same with TRAI. The telemarketer will also be blacklisted & the telecom resoureces	The defaulting telemarketers will be liable to pay the following penalties :- First offence - Rs.500/- Second offence - Rs.1000/- Third offence 5000/- Fourth offence 20000/ -



Sl.No	New updateds effective 1st Jan 2010	Previous Regulations
6	The Regulations also provide for an aggrieved customer to lodge complaint with his service provider who is required to take appropriate action and inform the customer of the action taken within seven days.	The customer would be provided with the complaint no. post the complaint and the customer needs to follow up on the given complaint
7	No service provider shall provide packages containing more than 100 SMS per day. The Regulations also provide that in the event of such an Unsolicited Commercial Communication (from an unregistered ordinary subscriber) he will be warned on the first offence and his telephone disconnected on commission of the second offence.	No restriction on the packages to be provided . Telephone disconnection from the service provider would be the last step taken
8	A separate numbering series 70XXXXXXX will be allocated for telemarketers, so that all telemarketing calls can be easily identified. Any call that comes from any number beginning with 70 will be a commercial call and the customer has the choice of receiving or not receiving the call. Therefore, even a customer who chooses not to register at all, has a choice. Likewise, a unique SMS header has been mandated for easy identification of commercial SMSs.	No such numbering series provided allocated for the telemarketers.
9	The Regulations mandate that no commercial communication, even for unregistered customers, shall be sent between 9.00 PM to 9.00 AM, so as not to disturb the customers at night.	No Such regulations specified



G7 Tech Solutions



THANK YOU