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भारत सरकार / Government of India
संचार एवं सूचना प्रौद्योगिकी मंत्रालय / Ministry of Communications & Information Technology
दूरसंचार विभाग / Department of Telecommunications
(अभिगम सेवा-I प्रभाग / Access Services-I Cell)
संचार भवन, २०, अशोक रोड / Sanchar Bhawan, 20, Ashoka Road
नई दिल्ली - ११० ००१ / New Delhi - 110 001

File No. 800-78/2008-VAS-III/4

dated 19th September 2008

To

All CMTS Licensees
All UAS Licensees
All Basic Service Licensees

Subject: Curbing of Unsolicited Commercial Calls/Messages- Regarding.

For curbing Unsolicited Commercial Calls/Messages, the facility of NDNC Registry is in place since October 2007. Mobile /Telephone subscriber as well as public at large must be aware of the said facility. To increase the public awareness, and in public interest, it has been decided that following slogan may be given wide publicity by all CMTS/ UAS Licensees.

"To avoid unwanted telemarketing calls, register your telephone number in NDNC Registry – Call 1909 or Send SMS "START DND" on 1909".

2. All the Access Services (CMTS/UAS) Licensee (s) are directed to ensure that the above slogan is prominently displayed on:

- All telephone bills issued to subscriber;
- All re-charge coupons for pre-paid services;
- All customer service centre/ authorized e- re- charge centre/ outlets;
- Website of service providers.
- Every hoarding of mobile telephone service providers
- Customer Service Center (CSC)/ authorized recharge center/ outlets

3. In addition, all the CMTS/UAS Licensee (s) shall also ensure that every e-recharge confirmation shall have the slogan " For NDNC registration, send SMS 'start DND' on 1909"

4. Compliance of above direction may please be reported within one month of issue of this letter.

M.K. Khatri
(M.K. Khatri)
Assistant Director (VAS-III)
Tel: 2303 6150

Copy to:

- Secretary, TRAI
- DDG (CS)
- DDG (AS-II), DDG(DS), DDG(Security), DDG (LF)
- DDG (C&A)- For uploading on DoT web-site

M.K. Khatri
19.09.08
ADG(IT-2)
13.00.00