

E.O 743307

प्राप्त किया / RECEIVED
कंप्यूटर सुविधा / Computer Facility
- 8 APR 2021
समय / Time 3-46
आर.आ.सं. नई दिल्ली / A.I.I.M.S., New Delhi-29

**ALL INDIA INSTITUTE OF MEDICAL SCIENCES
(Coordination Cell)**

No. F. 35-2/2018-Coord. Cell-Estt.-I

Dated: 08th April, 2021

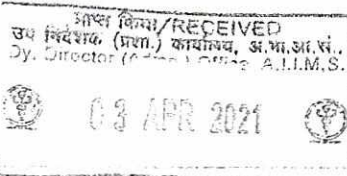
CIRCULAR

Subject: TRAI letter dated 25th March 2021 regarding fulfilment of regulatory requirements while sending bulk messages-reg.

Please find enclosed herewith an E-mail dated 27.03.2021 received from Office of Deputy Director (Admn.) on the above mentioned subject for further necessary action.


(S.L. CHAMOLI)
ADMINISTRATIVE OFFICER

Encl.: as above

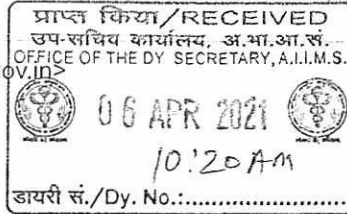


Director AIIMS, New Delhi <director@aiims.edu>

TRAI letter dated 25th March 2021 regarding fulfillment of regulatory requirements while sending bulk messages - reg.

1 message

Jitender Yadav <jitender.y@traf.gov.in>
To: sankar.nath@ind.gov.in



Sat, Mar 27, 2021 at 4:09 PM

E.O: 742094

03/04/2021

5/4/21

Dear Sir/Madam,

Ref: 1) Exemption of charges @ upto 5 paise granted by TRAI for sending the service messages in regulation TCCCPR, 2018.

2) Press release issued by TRAI on 9th March 2021 regarding temporary suspension of implementation of Content template Scrubbing functionality as per the provisions of Telecom Commercial Communications Customer Preference Regulations (TCCCPR), 2018.

3) Press release issued by TRAI on 12th March 2021 regarding implementation of the 'Telecom Commercial Communication Customer Preference Regulations (TCCCPR), 2018.

4) Press release issued by TRAI on 26th March 2021 regarding implementation of the 'Telecom Commercial Communication Customer Preference Regulations (TCCCPR), 2018.

With reference to the references mentioned above, kindly find the attached letter dated 25th March 2021 regarding fulfillment of regulatory requirements while sending bulk messages. Accordingly, it is requested that please fulfill the regulatory requirements before 31st March 2021 to avoid any disruption in the communication with the customers from 1st April 2021.

List of website links of TSPs for content template registration is available in TRAI portal <https://smsheader.traf.gov.in/exemption/>. For more details, please contact your TSPs.

To access the press release issued by TRAI, as mentioned in references, please visit the TRAI website: <https://traf.gov.in/notifications/press-release>.

In case you have any general queries/responses, please mail to jitender.y@traf.gov.in

letter to PEs regarding sending bulk messages - TCCCPR, 2018.pdf
676K

6/4/21
Sankar Nath

As (C)

copy to DDA

1/4

DS
Please send to
all concerned
up
03/04/2021

भारतीय दूरसंचार विनियामक प्राधिकरण
TELECOM REGULATORY AUTHORITY OF INDIA
भारत सरकार / Government of India



File No. M-5/11/(1)/2021-QoS

Dated March 25th, 2021

To

Principal Entities (Through respective TSPs)

Subject: Fulfillment of regulatory requirements while sending bulk messages

TRAI has issued the Telecom Commercial Communications Customer Preference Regulations, 2018 ("TCCPR, 2018") on 19th July, 2018 to curb the menace of Unsolicited Commercial Communications (UCC). The regulations entirely came into force w.e.f. 28.02.2019. Since then, Telecom Service Providers (TSP), as per directions of TRAI, have communicated to the Principal Entities (PE) several times to complete the following activities for sending bulk communication:


- a. Registration as Principal Entity (PE)
- b. Assignment of header
- c. Registration of Content Template
- d. Transmission of PE id, header, Content id while offering for delivery of messages to TSPs
- e. Registration of consent template (if any)
- f. Acquisition of consumer consent (if any)

2. However, it is observed that you have still not fulfilled the regulatory requirements. As per the information provided by TSPs, based on scrubbing, some of your SMS traffic is not found to be in compliance to the regulatory requirements due to various reasons such as invalid template id, template not registered etc.

3. In this regard, apart from the analysis of the scrubbing data and other reports received from TSPs, a meeting was called with telemarketers, wherein, it was informed that you (PEs) are not passing the template ID and other mandatory fields as per regulatory requirements, while submitting the message for delivery through telemarketers, which results in rejection of messages.

4. As sufficient opportunity has been given to the Principal Entities to comply with the regulatory requirements, the consumers cannot be deprived of the benefits of the regulatory provisions. Accordingly, it has been decided that from 1st April 2021, any message failing in the scrubbing due to noncompliance of regulatory requirements will be rejected.

5. It is requested that you may fulfill the regulatory requirements before 31st March, 2021 to avoid any disruption in the communication with the customers from 1st April, 2021.


(Pavan Kumar Gupta)
Joint Advisor (QoS)

Copy to :

All Telecom Service Provider: - with a request to ensure that this communication is invariably delivered to each Principal Entity and Telemarketer/Aggregator registered with you and confirm the delivery of the above communication to TRAI, by tomorrow. TSPs are also requested to facilitate Principal Entities in fulfilment of regulatory requirements and ensure that the message not in compliance of regulatory requirements may be rejected after 1st April, 2021.