

Information note to the Press (Press Release No. 26/2023)

For Immediate Release

Telecom Regulatory Authority of India

“Meeting with Access Providers on UCC Detect System”

New Delhi, 22nd March 2023 – Unsolicited Commercial Communication (UCC) is a major source of inconvenience to the public and impinges on the privacy of individuals. To curb the menace of UCC, TRAI issued the Telecom Commercial Communications Customer Preference Regulations, 2018 (“TCCCPR, 2018”) on 19th July 2018, which put in place a framework for controlling UCC. The regulations came into force w.e.f. 28.02.2019. With its implementation in a co-regulatory manner with support from all Telecom Service Providers (TSPs), an ecosystem based on blockchain (Distributed Ledger Technology-DLT) has been created.

Further to Joint Committee of Regulators (JCOR) meeting held on 23^d Feb 2023 under the chairmanship of Dr. P.D. Vaghela, Chairman TRAI at TRAI office, New Delhi, there has been a consistent focus & drive to implement UCC detect Solutions in order to control UCC & spam on telecom networks.

As part of a multipronged approach to address this problem through Technical solutions, regulations, directions & close monitoring a meeting with all access providers on the development & implementation of UCC detect solutions by them will be held under the chairmanship of Dr. P.D. Vaghela, Chairman TRAI at TRAI office, New Delhi on 27th March 2023.

Exploitation of the DLT platform to bring all access providers together on it with respect to UCC detect solutions will be a positive step in this direction.

The formulation of a framework for sharing of UCC data detected by access providers on DLT platform, strict action on PEs and RTMs for non-compliance of Regulation, use of AI/ML based anti-phishing system, implementation of RegTech solution on DLT platform for promotional Voice calls, implementation of Digital Consent Acquisition & updates of the ‘Regulatory Sandbox’ established for UCC Detect will be discussed in the meeting.


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