DND Services App Of TRAI:

Freedom From Unsolicited Commercial Communication

Subscribers can activate the Do Not Disturb (DND) Services by TRAI by using this App. By activating the DND services, the telecom provider can block/ take action against the numbers from which consumers are getting such calls or messages.

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Continuous developments in mobile technology have led to a massive acquisition and adoption of mobile devices at a fast pace. Subscribers do not want to receive unnecessary and disturbing marketing calls on their phone. Keeping this as an objective, Telecom Regulatory Authority of India (TRAI) has introduced rules and regulations to stop and avoid such commercial calls. The Do Not Disturb (DND) service has been offered since 2007 followed by Telecom Consumer Call Preference (TCCP) which is adhered by all service providers. To facilitate mobile users and simplify the process further, TRAI has launched the "DND Services" Android mobile App to block unnecessary telemarketing calls and SMS and report complaints for such communications.

DND Services App, designed and developed by NIC, helps Android smart phone users to register their number under DND for handling Unsolicited Commercial Communication (UCC). Subscribers can activate DND with the help of this App. Once the DND services have been activated, the telecom provider can block/ take action against the numbers from which consumers are getting unwanted commercial calls or
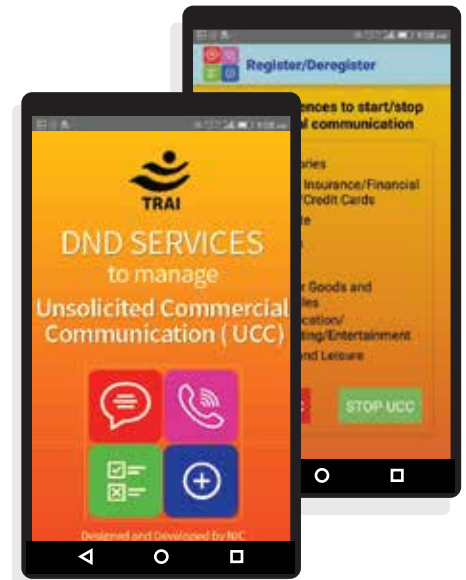
DND Services App UI Screens

messages. The App offers various features like enabling consumers to choose their preference of UCC messages they wish to receive, either blocking them completely/ partially or allowing them, escalating complaints, resolution of complaints within stipulated time frame, communication to customer regarding their complain status, etc.

SALIENT FEATURES

DND Services App facilitates the telecom customers to

- Register for DND service

Launch of DND Services App at TRAI, New Delhi

- Deregister from DND service
- Check DND Registration status
- Check UCC complaint status
- Register UCC complaints (Voice/SMS)

TECHNOLOGY

DND Services App uses data from NCCP database to deliver various services. RESTful web services are used for this. These are Representational State Transfer (REST) architecture based web services. The principles encourage RESTful Applications to be simple, lightweight and fast.

80% 70% 78% 82% 85%

JULY
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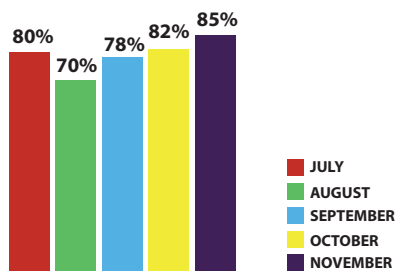
DND Services Usage Statistics (July-Nov 2016)

USER FRIENDLY SERVICES

The interface of the App is very user friendly and does not require much user intervention. Subscribers can check their DND status and change their preference category by choosing from the available seven categories. They can also check their Registration Status and Status of Complaints which requires an internet connection. The App also covers various ICT policies, Government's e-Governance to m-Governance efforts, G2C policies, Telecom Consumers protection and handling of UCC.

DIGITIZATION IN INDIA

The DND App aspires to benefit the common citizen primarily as the Government always places citizens as its first priority. Telecom Consumers are the first beneficiaries of the TCCCP, followed by Telecom Service Provider and Telemarketers.

The DND services clearly explain how Government delivers the DND services to the fingertips of its citizens for handling the UCC calls/ SMS. Available on Google App and Mobile Seva App stores, the App's installation will allow users to easily register complaints on unsolicited commercial communications. It is a comprehensive App covering the entire telecom consumer needs against UCC.

As on 30.12.2016, total number of registered telecom customers is 23,71,92,267, of which 20,67,21,218 are registered in fully blocked category and 3,04,71,049 in partially blocked category. A total of 14,46,322 complaints have been registered under the DND services scheme, out of which action has been taken in 14,36,759 cases.

BENEFITS

- Telecom Subscribers have all the services related to DND available just a click away.
- The App has been very effective in empowering consumers in dealing with UCC.
- Easy registration/ deregistration of DND services for the benefit of the subscribers.
- Choosing preferences made simple.
- Easy process for making complaints.
- Availability of complaint status.

" Do Not Disturb (DND) Mobile App is offered by TRAI to facilitate telecom users to get rid of nuisance calls. This App not only makes convenient way to register preferences but also provides a quick and intelligent way to report about unwanted SMS and calls for taking appropriate action.
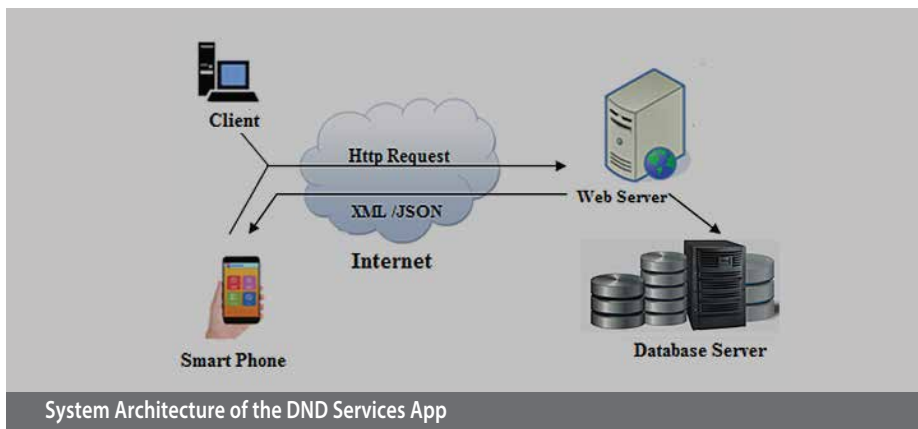
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SUMMARY

The App plays an important role in making the lives of telecom subscribers easier. It empowers and gives them the ability to protect their privacy and free time from encroachment by marketers with just a single click. In addition, it serves as a comprehensive resource for the DND services initiated by TRAI, allowing subscribers full control over what calls they receive.

System Architecture of the DND Services App

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