

The instructions for registration as Telemarketer and the scrubbing process for registered Telemarketers

A. Instructions for Telemarketer for registering with DoT

1. The applicant who desires to register as Telemarketer shall login on the website <www.ndncregistry.gov.in> for getting access to the Application form (Form TM-I).
2. The form shall be filled in and submitted electronically. After completing the above formalities, the applicant should take print out of the form and the undertaking.
3. The above printed application form along with registration processing fee of Rs.1000/- per telemarketing centre is to be submitted to the designated office of the service provider. The list of service providers and the locations where forms are accepted is given button “Telecom operator” in NDNC Website www.ndncgov.in Name and address of the applicant must be mentioned on the reverse of the Demand Draft/Pay Order/Bankers’ cheque. The applicant should ensure that the demand draft is valid for six months. The Demand Draft for the different service areas should be drawn as given below: (For example, one who is applying for Gujarat will draw Demand Draft in favour of CAO O/o CCA, Gujarat payable at Ahmedabad

Sl. No.	Circle/ Jurisdiction	DD to be drawn in favour of CAO O/o CCA
1	Andaman & Nicobar	Andaman and Nicobar payable at Port Blair
2	Andhra Pradesh including Hyderabad	Andhra Pradesh payable at Hyderabad
3	Assam	Assam payable at Guwahati
4	Bihar	Bihar payable at Patna
5	Chhattisgarh	Chhattisgarh payable at Raipur
6	Delhi including Ghaziabad, Noida, Faridabad, Gurgaon	Delhi payable at New Delhi

7	Gujarat including Ahmedabad	Gujarat payable at Ahmedabad
8	Haryana	Haryana payable at Ambala Cantt.
9	Himachal Pradesh	Himachal Pradesh payable at Shimla
10	Jammu & Kashmir	Jammu & Kashmir payable at Jammu
11	Jharkhand	Jharkhand payable at Ranchi
12	Karnataka including Bangalore	Karnataka payable at Bangalore
13	Kerala and Lakshadweep	Kerala payable at Trivandrum
14	Madhya Pradesh	Madhya Pradesh payable at Bhopal
15	Maharashtra including Pune and Mumbai	Maharashtra payable at Mumbai
16	North East-I (Tripura, Meghalaya, Mizoram)	North East-I payable at Shillong.
17	North East-II (Arunachal Pradesh, Manipur, Nagaland)	North East-II payable at Dimapur
18	Orissa	Orissa payable at Bhubaneswar
19	Punjab including Chandigarh	Punjab payable at Chandigarh
20	Rajasthan including Jaipur	Rajasthan payable at Jaipur
21	Tamilnadu including Chennai and Pondichery	Tamil Nadu payable at Chennai
22	UP(East) including Lucknow	UP(East) payable at Lucknow
23	UP (W) excluding Uttaranchal	UP (West) payable at Meerut
24	Uttaranchal	Uttaranchal payable at Dehradun
25	West Bengal including Kolkata	West Bengal payable at Kolkata

- 4 The service provider shall take necessary action as per instructions issued to them in this regard and give acknowledgement to the applicant/telemarketer.
5. This acknowledgement shall be treated as provisional registration for the Telemarketer for three months or till the time DoT decides. This provisional registration will authorize the Telemarketer to do telemarketing activities during the period of 3 months or defined by DoT unless otherwise directed or instructed by DOT/service provider.

6. After provisional registration (receipt of acknowledgement), the Telemarketer will be given an ID and password through e-mail for usage of NDNC registry.
7. Subsequently, a registration to the telemarketer valid for 10 years shall be issued by DOT.
8. Telemarketer shall make arrangement to get the calling list scrubbed by NDNC registry of NIC as per procedure laid down for the purpose.
9. Telemarketer shall be responsible for arranging the resources for data connectivity to NDNC/clients remote locations.
10. The Telemarketer shall have to submit separate application for each telemarketing centre along with a processing fee of Rs.1000/-. This means telemarketer will have to have separate registration as telemarketer for each location of his organization.
11. The Telemarketer shall inform DOT of any change in the information furnished within 15 days.
12. Telemarketer once registered can take additional telecom resources from any authorized telecom service provider. In each such case, he will have to inform the service provider that the telecom resources are being taken for telemarketing purpose and will also have to mention his registration number. In addition, he will have to submit the undertaking regarding proper use of these telecom resources as per prescribed format.
13. The service provider can cancel the provisional registration if the information furnished by applicant Telemarketer is found to be incorrect or unsatisfactory, till the registration is issued by the DOT.
14. Any person providing telemarketing service without any registration should also register themselves in the same manner prescribed, latest by 31st August, 2007.
15. After 31st August, 2007, the service providers, shall discontinue to provide telecom services, to the persons providing telemarketing services, without registration. Therefore, it is important for the telemarketer to note that he

cannot provide telemarketing services without proper registration after 31st August, 2007.

16. It is to inform the Telemarketer that, it should only use those telephone numbers for making calls which have been registered for telemarketing purpose. Usage of any other telephone number for telemarketing purpose shall be viewed seriously. In case of any complaint of use of any telephone number other than those registered, stringent action shall be taken.

B. Instructions to Telemarketers for scrubbing the calling list

1. Telemarketer logs in to NDNC portal www.ndncregistry.gov.in (ID and password have been provided through E-mail after successful telemarketer registration)
2. The following steps will be followed for Uploading the file is given below.
 - a. Telemarketer selects "File upload".
 - b. Telemarketer must read instructions before uploading a file.
 - c. Telemarketer will be prompted to enter total number of phone numbers to be uploaded for scrubbing
 - d. After entering the total number of phone numbers, the screen will display the 'Browse' option
 - e. The Telemarketer browses and selects the excel file and uploads it.
 - f. If the Total Number of Telephones entered in step (c) 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.
 - g. 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”.

3. 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.
4. The following steps will be followed for Down loading a file:
 - a. Login to www.ndncregistry.gov.in
 - b. Select “ File Download ” option
 - c. Select reference number from the drop down list
 - d. File download option is presented to the Telemarketer
 - e. Telemarketer clicks on download
 - f. File can be downloaded for viewing. This file will be in excel format contain cleaned list, do-not-call list and rejected list
 - g. 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
 - h. The file would be available for download upto 72 hours in the system.

Instructions:

Please ensure that the file you are uploading shall meet the following requirements:

- a. Presently, Telemarketer can upload only one file per day
- b. The file should be in excel format. No other format shall be accepted.

- c. The Telemarketers are not permitted to upload their files for scrubbing on 15th and last day of every month.
- d. 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
- e. Please 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
 - iv. Total number of digits should be 10.