

## Courses

ACC (1) AFCAT (1) AIRMEN (2) CAPF (1) CDS EXAM (2) INET OFFICER (1) MNS (1) MOCK TEST (3) NDA EXAM (1) PC(SL) (1) SCO (1) SSB INTERVIEW (2) TERRITORIAL ARMY (1)



**HIGHEST RATED**  
**INTERVIEW**  
ONLINE COURSE

243 PEOPLE ONLINE NOW

SSB Interview Online Course 2022

★★★★★ 5 (139)

₹ 6,999.00



**HIGHEST RATED**

448 PEOPLE ONLINE NOW

CDS Exam Online Course 2023

★★★★★ 5 (87)

₹ 5,999.00



**BEST SELLER**

256 PEOPLE ONLINE NOW

CDS OTA Exam Online Course 2023

★★★★★ 5 (84)

₹ 5,499.00



**BEST SELLER**

187 PEOPLE ONLINE NOW

AFCAT Exam Online Course 2023

★★★★★ 5 (71)

₹ 5,999.00



**HIGHEST RATED**

143 PEOPLE ONLINE NOW

NDA Exam Online Course 2023

★★★★★ 5 (85)

₹ 5,999.00



**HOT & NEW**

101 PEOPLE ONLINE NOW

Territorial Army Exam Online Course 2023

★★★★★ 5 (80)

₹ 5,999.00



**HOT & NEW**

451 PEOPLE ONLINE NOW

ACC Exam Online Course Army Cadet College 2023

★★★★★ 5 (61)

₹ 6,999.00



**BEST SELLER**

98 PEOPLE ONLINE NOW

MNS Military Nursing Service Exam Online Course 2023

★★★★★ 5 (52)

₹ 5,999.00



**HOT & NEW**

**OIR TEST & PPDT**

83 PEOPLE ONLINE NOW

OIR Test and PPDT Online Course - Officers Intelligence Rating Test

★★★★★ 5 (61)

₹ 3,999.00



**HOT & NEW**

**AFCAT EXAM**  
MOCK TEST SERIES

35 PEOPLE ONLINE NOW

AFCAT Exam Online Mock Test Series 2022

★★★★★ 5 (72)

₹ 499.00



**BEST SELLER**

**CDS EXAM**  
MOCK TEST SERIES

24 PEOPLE ONLINE NOW

CDS Exam Online Mock Test Series 2022

★★★★★ 5 (86)

₹ 499.00



**BEST SELLER**

**NDA EXAM**  
MOCK TEST SERIES

16 PEOPLE ONLINE NOW

NDA Exam Online Mock Test Series 2022

★★★★★ 5 (86)

₹ 499.00



# TRAI's 'Digital Consent Acquisition' (DCA) Facility' - Unified Platform For Customers' Consent

## Why In The News?

- TRAI Directs Telecom Providers To Set Up **Digital Platform For Customer Consent** To Curb Promotional Calls, Messages.

THE HINDU

Develop digital platform for customers' consent for promotional calls, sms: TRAI

The absence of a unified digital platform makes it impossible for the telecom operators to check veracity of consents.

June 03, 2023 11:20 pm | Updated 11:20 pm IST - New Delhi

PTI

COMMENTS SHARE

READ LATER



## Why Such A Step Has Been Taken?

- In Order To **Curb The Menace Of Pesky Calls And SMS**, Telecom Regulator TRAI Has Directed **Service Providers** To Develop A **Unified Digital Platform** In Two Months To Seek, Maintain And Revoke Customers' Consent For Promotional Calls And Messages.

## How Will The Process Work?

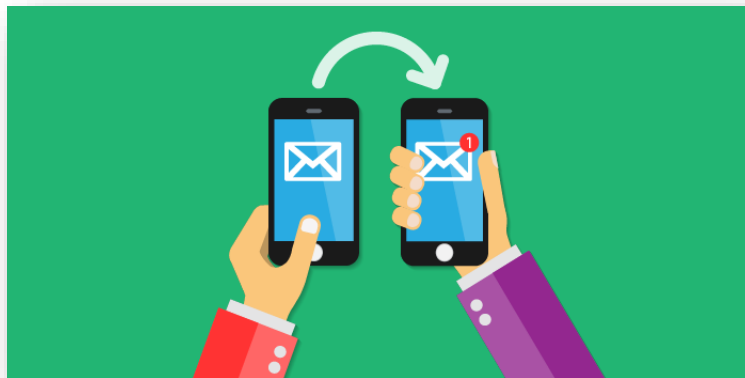
- In The First Phase, **Only Subscribers Will Be Able To Initiate The Process** To Register Their Consent For Receiving Promotional Calls And SMS, And Later, **Business Entities Will Be Able To Reach Out To Customers** To Seek Their Consent To Receive Promotional Messages.

- Considering The Volume Of Work Involved, TRAI Has Allocated **Two Months' Time To Develop Such Facilities By All Access Providers And Thereafter Implement It In A Phased Manner.** This Direction Has Been Issued By TRAI Under Its **Telecom Commercial Communication Customer Preference Regulations, 2018.**



## Is There Any Need For Such Move?

- Under The Prevalent System, Consent Is Obtained And Maintained By **Various Principal Entities** Such As Banks, Other Financial Institutions, Insurance Companies, Trading Companies, Business Entities, Real Estate Companies, Etc.
- The Absence Of A Unified Digital Platform Makes It **Impossible For Telecom Operators To Check The Veracity Of Consent.**
- Access Providers, Which Include Telecom Players Like Reliance Jio, Bharti Airtel, And Vodafone Idea, Have Been Further Directed To Use A Common **Short Code Starting With 127** For Sending Consent-seeking Messages.
- Only **Whitelisted Or Approved Web Or App Links, Callback Numbers, Etc Will Be Allowed To Be Used In Consent-seeking Messages.**



## Courses

ACC (1) AFCAT (1) AIRMEN (2) CAPF (1) CDS EXAM (2) INET OFFICER (1) MNS (1) MOCK TEST (3) NDA EXAM (1) PC(SL) (1) SCO (1) SSB INTERVIEW (2) TERRITORIAL ARMY (1)



**HIGHEST RATED**  
**INTERVIEW**  
ONLINE COURSE

243 PEOPLE ONLINE NOW

SSB Interview Online Course 2022

★★★★★ 5 (139)

₹ 6,999.00



**HIGHEST RATED**

448 PEOPLE ONLINE NOW

CDS Exam Online Course 2023

★★★★★ 5 (87)

₹ 5,999.00



**BEST SELLER**

256 PEOPLE ONLINE NOW

CDS OTA Exam Online Course 2023

★★★★★ 5 (84)

₹ 5,499.00



**BEST SELLER**

187 PEOPLE ONLINE NOW

AFCAT Exam Online Course 2023

★★★★★ 5 (71)

₹ 5,999.00



**HIGHEST RATED**

143 PEOPLE ONLINE NOW

NDA Exam Online Course 2023

★★★★★ 5 (85)

₹ 5,999.00



**HOT & NEW**

101 PEOPLE ONLINE NOW

Territorial Army Exam Online Course 2023

★★★★★ 5 (80)

₹ 5,999.00



**HOT & NEW**

451 PEOPLE ONLINE NOW

ACC Exam Online Course Army Cadet College 2023

★★★★★ 5 (61)

₹ 6,999.00



**BEST SELLER**

98 PEOPLE ONLINE NOW

MNS Military Nursing Service Exam Online Course 2023

★★★★★ 5 (52)

₹ 5,999.00



**HOT & NEW**

**OIR TEST & PPDT**

83 PEOPLE ONLINE NOW

OIR Test and PPDT Online Course - Officers Intelligence Rating Test

★★★★★ 5 (61)

₹ 3,999.00



**HOT & NEW**

**AFCAT EXAM**  
MOCK TEST SERIES

35 PEOPLE ONLINE NOW

AFCAT Exam Online Mock Test Series 2022

★★★★★ 5 (72)

₹ 499.00



**BEST SELLER**

**CDS EXAM**  
MOCK TEST SERIES

24 PEOPLE ONLINE NOW

CDS Exam Online Mock Test Series 2022

★★★★★ 5 (86)

₹ 499.00



**BEST SELLER**

**NDA EXAM**  
MOCK TEST SERIES

16 PEOPLE ONLINE NOW

NDA Exam Online Mock Test Series 2022

★★★★★ 5 (86)

₹ 499.00

