

**Government of Jammu and Kashmir,
Information Technology Department,
Civil Secretariat, J&K**

Subject:- Registered Telemarketers (RTMs) using approved Headers and Message Templates on Distributed Ledger Technologies (DLT) platform.

Circular No. 03–JK(ITD) of 2023

Dated: 10.03.2023

In view of the issue of increasing number of spam and frauds a detailed discussions of Joint Committee of Regulators(JCoR) was held on curbing spam SMSes and the misuse of Headers and many fraud messages are sent by Unregistered Telemarketers.

In order to ensure that all promotional messages are sent through Registered Telemarketers (RTMs) using approved Headers and Message Templates on Distributed Ledger Technologies (DLT) platform, and also to stop misuse of Headers and Message Templates, TRAI has issued few directions to Access Service Providers under Telecom Commercial communication Customer Preference Regulations,2018.

All the Administrative Departments are requested to sensitize all Institutions/departments, under their ambit, who send bulk SMS and referred to as Principal Entities(PEs) under TCCCPR-2018, about the issue, instructions to be followed and the action required to be taken at their end:

1. PEs shall review all the Headers and Templates registered by them and surrender/close Headers and Templates immediately. TRAI, vide its Direction dated 16th February 2023, has prescribed a timeline of 30 days for re-verification of all Headers registered on DLT platform and for blocking of unverified Headers.
2. Since most misuse of Content Templates being done due to leaking of template IDs,PEs shall review and re-register all Content Templates immediately. TRAI, vide its Direction dated 16th February 2023, has prescribed a timeline of 60 days has been prescribed for re-verification of all Content Templates and blocking of all unverified Templates.
3. Re-verification of Headers and Content Templates shall be done by PEs on a quarterly basis.

4. During registration the PEs may classify the Headers as permanent and temporary as per their own requirement. Time duration of temporary Headers will be given by PEs during registration process after which they will be deactivated.
5. PEs shall limit the number of variables portion in the Content Template of message to two variables only provide that, for the reasons to be recorded, a third variable may be allowed in case of exigency. Variables shall be non-contiguous and not separated with space, common and/or any others special characters.
6. PEs shall engage only Registered Tele-Marketers(RTMs) and pre-declare the complete chain of Registered Tele-Marketers engaged by them to their respective Access Providers/Telecom Service Providers(TSPs). It is advisable to keep the number where the chain of RMTs is not defined or does not much.
7. PEs or their authorized RTMs in the chain shall not use any telephone numbers for sending any kind of message and do not engage any Unregistered Tele-Marketers(UTMs) for transmission of their messages. Any blacklisted RTM should not be given any contract.
8. PEs should ensure appropriate provisions in agreement with RTMs so that Headers and Templates shared by them with all RTMs are not misused.
9. PEs may obtain the Delivery Report (DLR) from Access Providers/TSPs in form the total count of messages delivered, through a system generated report.

NOM
10.3.23
**Under Secretary to the Government
Information Technology Department**

MA
10.03.23

Dated: 10.03.2023

No. IT-Gen/135/2023

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