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| **Session**  | Session 4 |
| **Title of presentation** | Regulating Unsolicited Commercial Communications: Service Provider’s Perspective |
| D:\D drive\D Drive backup\Anurag\Photo - Anurag.jpg | Anurag Jain Head – UCC Operations, Bharti Airtel Limited, India |
| Mr. Anurag Jain heads the Pan India Customer Care Operations related to anti-consumer voice and SMS spam, regulatory compliances and designing innovative solutions to combat spam and frauds, for India’s leading telecom service provider, Bharti Airtel Limited, for over 7 years. He has closely been associated with the TRAI’s QoS division, the COAI, the NIC and consumers on all aspects of Unsolicited Commercial Communications. He has contributed immensely in improving and developing anti-spam regulations, giving practical insights and workable solutions to control this menace. He has played a key role in all the consultations and discussions with the regulator to bring the regulations to the current level through which the non-compliances have been addressed to a significant extent. Apart from this, he has ensured exceptionally high level of compliance amongst all the operators on the anti-spam regulations and directives brought in by the regulator. Within the organisation, Anurag has designed very effective solutions using Business Intelligence tools to proactively address the issues of spam and financial frauds. His proactive attitude, coupled with innovative ideas, has led Airtel to a position wherein despite being the largest TSP in the country, Airtel contributes amongst the lowest as the Originating operator for complaints reported on UCC across the industry.  |