

No. 20-210/2008-AS-I
Government of India
Ministry of Communications & IT
Department of Telecommunications
1203, Sanchar Bhavan, Ashok Road, New Delhi-110001

19th June, 2009

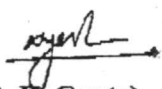
To

All the Unified Access Services (UAS) Licensees
All the Cellular Mobile Telephone Service (CMTS) Licensees

Subject: Instructions regarding Mobile Phone Etiquettes.

Mobile phone etiquettes are common courtesies to use the device in responsible manner having due consideration and respect to the feeling of other individuals around. Therefore, in the interest of Public and for proper conduct of the telegraph services, the LICENSOR, hereby, with immediate effect, makes it obligatory on the part of all the UAS/ CMTS Licensees to create adequate awareness amongst the people about proper usage of mobile phones and to ensure supply of literature in English and regional languages prescribing mobile etiquettes wherever a customer purchases a mobile hand set and procure a SIM card. Some of Mobile phone etiquettes are as below:-

- (i) The mobile phone user should strictly adhere to the rules/ regulations/ orders/ instructions as issued from time to time by the Government/ Authorities in Schools, Colleges, Offices, etc.;
 - (ii) In the public places, the mobile phone should be kept in switched off mode or in vibration or silent mode, as per the instructions on the sign boards displayed by the Authorities in hospital, airplanes, trains, buses, places of worship, cremation/burial ground, auditorium, cinema hall, etc.;
 - (iii) Mobile phone should not be used while driving;
 - (iv) In the public places the mobile user should be considerate to people sitting or standing near him/her. He/she can move away from the people so that they are not forced to listen to his/her personal/ business conversation;
 - (v) Mobile phone should not be used to capture photographs of individuals without their knowledge and consent. It should not be used to take photographs in public places-deemed-private like swimming pools, gyms etc. Privacy of persons around the user of the camera phone should be respected;
 - (vi) Ringtones should be set at low level and should not be annoying to the people around;
 - (vii) The mobile phone user should not send request to the television operators for scrolling their private SMSs on the screen of televisions.
2. Please acknowledge receipt.


(R. K. Gupta)
Director (AS-I)

For and on behalf of the President of India
Ph.No.2303 6284

Copy To:

1. Secretary, TRAI
2. DDG(AS-II)/ DDG(Security)/ DDG(IP)
3. COAI/AUSPI
4. Director (IT) may kindly arrange to upload this letter on DoT's website.

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Date...19/6/2009