

## NASSCOM STATEMENT

In recent years, telemarketing scams variations of which include calls made with false promises of technical support, tax returns, targeting unsuspecting customers is proliferating globally. The origins and contours of such telemarketing fraud operations are global, often stretch across geographies, misuse internet and the global financial channels to access information, commit the fraud, and transfer the illegitimate gains.

The Indian BPM industry is a leader in the outsourcing business with revenues of US \$28 billion. It is observed that some of the fraudsters are using India as a base to defraud customers globally.

NASSCOM and the BPM industry together have been proactively working with global consumer protection agencies on this issue. The Industry is also investing into capacity building of law enforcement agencies in a unique public-private-partnership model executed through Data Security Council of India.

NASSCOM also created Consumer Interest Protection Task Force (CIPTF) earlier this year to create an appropriate framework that would cover and transcend different departments of the government to deal with this issue. NASSCOM is also working closely with relevant organisations globally to deal with the issue.

The recommendations identify the following intervention points to address cases of fraud, and enhance consumer interest protection.

- i. **Prevention** via development of a common code of practice featuring standards security, privacy and ethical practices
- ii. **Detection & Reporting** by setting up an accessible whistleblowing mechanism for registering complaints
- iii. **Investigation** through an independent govt. investigation agency with the jurisdiction and power to co-ordinate between governmental agencies and departments

NASSCOM would be working closely with the Government in India and internationally to implement these recommendations. The evangelisation, sensitization and capacity building programs with the law enforcement officials has enabled the proactive action taken by the Mumbai police in the recent case.

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