

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

STARRED QUESTION NO:345
ANSWERED ON:17.03.2006
SUBSCRIBERS BASE OF BSNL/ MTNL
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Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether base of BSNL and MTNL subscribers has shrunk during 2004-05 and 2005-06;
- (b) if so, the details thereof;
- (c) whether the Government has conducted any study to assess the reasons for this trend;
- (d) if so, the details thereof; and
- (e) the steps taken to increase the subscribers base of BSNL and MTNL?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD)

(a) to (e): A statement is laid on the Table of the House.

STATEMENT TO BE LAID ON THE TABLE OF THE LOK SABHA IN RESPECT OF PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 345 FOR 17TH MARCH, 2006 REGARDING SUBSCRIBERS BASE OF BSNL/MTNL.

(a) & (b) No, Sir. The subscriber base of BSNL and MTNL has not shrunk. Total number of subscribers of the two PSUs as on 31.03.2004, 31.03.2005 and 31.01.2006 were as follows:-

Status	Status	Status
as on 31.3.04	as on 31.3.05	as on 31.1.06
(Nos.)	(Nos.)	(Nos.)

BSNL	4,16,48,546	4,69,34,950	5,27,82,906
MTNL	48,34,486	51,53,483	55,87,703

(c) & (d) Although the subscriber base of BSNL and MTNL has been increasing, there has been trend of disconnections/surrenders of landlines in recent years. Study has been conducted to ascertain the reasons for such disconnections/surrenders. Findings are furnished in the Annexure.

(e) Both MTNL & BSNL have been making continuous efforts towards improving customer services, providing latest technology and value added services and offering competitive tariffs to meet requirements and aspirations of different customer segments. Some of these steps taken by the two PSUs are enumerated below:-

- (i) Launch of new services and offer of value added services on landline and mobile network.
- (ii) Continuous improvement of coverage and quality of wireless in local loop and Global System for Mobile Communication (GSM) based mobile service.
- (iii) Aggressive marketing policy through franchisee network.
- (iv) Attractive tariff packages and registration schemes to attract the prospective customers namely 1+1 scheme of MTNL, rent reduction from Rs. 250/- to Rs. 180/- p.m. for urban subscribers and Rs. 210/- to Rs. 150/- for rural subscribers (SDCA capacity of 1 lakh or more) by BSNL.
- (v) Improvement of customer services.
- (vi) Provision of Broadband service on existing landlines.

ANNEXURE

The main findings of the sample survey of ex-subscribers showed that surrenders of phones are due to one or more of the following reasons:

(A) BSNL

Customers perceived that the monthly rent is high.	25%
Dissatisfaction with BSNL services like fault repair etc.	21%
Defaulters on BSNL dues	20%
Switched over to GSM mobile services	18%
Surrender of additional landline	18%
Migrated to private operators	09%

(B) MTNL

Closure of company/firm/financial conditions	22.43%
Consumers shifting to other areas	19.17%
Surrender of additional telephones	16.49%
Switched over to mobile telephones	8.53%
High tariff	8.37%
Taking telephone from other company	5.34%
Not satisfied with the service	4.65%
Other reasons	15.02%