

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

UNSTARRED QUESTION NO:2972
ANSWERED ON:13.12.2006
PROMOTION OF PHONES IN ANDHRA PRADESH
Nizamuddin Shri G.

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) the steps taken by the Government to promote the utilization of Land Line Phones and Cell One Cellular Phones in Andhra Pradesh during the period from August 01, 2006 till date; and

(b) the response received in this regard?

Answer

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

(a) Bharat Sanchar Nigam Limited (BSNL) has taken following steps to promote utilization of landline and cellular telephone connections in Andhra Pradesh

(AP) Telecom Circle:

(i) Door to door campaign aimed at meeting the customers of BSNL and apprising them of BSNL's services and tariff and obtaining their feedback on services.

(ii) Analysis of disconnections of telephone exchange-wise and contacting the customers, friendly and concerned about the quality of service.

(iii) Counseling of field staff by senior officers for motivating them to be more customer friendly and concerned about the quality of service.

(iv) Marketing of the schemes introduced recently like 10 paise per call from Cell One to one landline and one Cell One number.

(v) In addition, several schemes were taken up like waiver of installation charges, issue of ITC cards and schemes for rural customers by giving them concessions if they are willing to make upfront payment for a fixed duration.

(vi) In addition to the tariff plans introduced by the BSNL Corporate Office, the following plans are introduced in AP Circle to attract the customers w.e.f. 01.08.2006:

1. Plan-1200 for customers with exchange system less than 1000 lines.
2. CENTREX for apartments.
3. Plan 399
4. Plan 499 and
5. Plan 899.

(vii) For Cell One new subscribers, Welcome Kits have been given and advertisements on new schemes were also given on Television and Print Media.

(b) The response is favourable and due to the above measures, there is net increase in total number of telephone connections. There has also been reduction in disconnection of landline telephone connections.