

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

UNSTARRED QUESTION NO:2258
ANSWERED ON:09.03.2011
LO-KARLO BAAT SCHEME
Mahajan Smt. Sumitra

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

- (a) whether BSNL has launched `Lo-Karlo Baat` Scheme in various parts of the country;
- (b) if so, the details thereof alongwith the salient features of the scheme;
- (c) the name of the circles/State, where the scheme has been implemented and the success achieved as result thereof;
- (d) whether the scheme has been discontinued in some States including Madhya Pradesh;
- (e) if so, the reasons therefor;
- (f) whether the Government proposes to re-introduce the above scheme in these States including, Madhya Pradesh; and
- (g) if so, the date by which it is proposed to be re-introduced?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI GURUDAS KAMAT)

(a) to (c) Yes, Madam. 'Lo-Karlo Baat' Scheme was launched by BSNL in Madhya Pradesh, Bihar, Gujarat, Chattisgarh and Uttar Pradesh(East) telecom circles. BSNL fixedline subscribers of these telecom circles, having this facility were entitled to make unlimited free calls to any BSNL number (mobile/fixed line) within their own telecom circle. However, fixedline subscribers in Madhya Pradesh and Chattisgarh circles were able to make free calls to Mobile/fixedline subscribers of both Madhya Pradesh and Chattisgarh circles. In case of Uttar Pradesh (East) the BSNL subscribers were allowed to make unlimited free calls from fixedline to fixedline subscribers only within the circle. This scheme helped BSNL in retaining landline subscribers to some extent.

(d) & (e) Yes, Madam. The scheme was discontinued in Madhya Pradesh Circle w.e.f. 1.11.2008, in Bihar w.e.f 1.09.2007, in Chattisgarh circle w.e.f 1.1.2008 and Uttar Pradesh(East) circle w.e.f 30.11.2009. The scheme was discontinued as Fixedline schemes are revised by BSNL from time to time according to its commercial viability and as per prevailing market scenario.

(f) & (g) The scheme is already operational in Gujarat circle. However, in other states including Madhya Pradesh circle there is no such proposal to re-introduce the scheme.