

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

UNSTARRED QUESTION NO:1151

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SURRENDERING OF TELEPHONE/INTERNET CONNECTIONS

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

(a) whether the Government has conducted any survey regarding surrendering of Landline Telephone connections/Internet connections being provided by Bharat Sanchar Nigam Limited (BSNL)/Mahanagar Telephone Nigam Limited (MTNL) in the country;

(b) if so, the details thereof alongwith the number of said connections surrendered so far during the last three years and the current year and the reasons therefor; and

(c) the steps taken/being taken by the BSNL/MTNL among the subscribers to create awareness for Landline Telephone connections/Internet connections?

**Answer**

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

(a) & (b) Sir, BSNL has undertaken a study regarding surrendering of Landline Telephone connection through M/s IMRB. However, no such study has been undertaken by BSNL regarding internet connections. The number of landline connections surrendered during the last 3 years and the current year (upto 31.5.2009) are 21.35 lakhs, 20.74 lakhs, 22.08 lakhs and 3.42 lakhs respectively.

MTNL has also done internal analysis to understand and arrest surrender of Landline Telephone connections. The number of landline connections surrendered during the last 3 years and the current year (upto 31.5.2009) are 2.33 lakhs, 2.08 lakhs, 1.96 lakh and 0.24 lakhs respectively.

The main reasons for surrender of landline connections in BSNL and MTNL are as follows:

1. Surrender of excess telephones.
2. Increased use of mobile phones.
3. Closure of office/Company.
4. Economic reasons.
5. Competitive Environment/Taking telephone from other operators.
6. Availability of faster wireless data communications through mobile communication.
7. Not satisfied with service

(c) The following steps are being taken by BSNL and MTNL to create awareness among subscribers for landline telephone & Internet connections.

1. Advertisement in electronic media, i.e. various TV channels & FM Radio.
2. Advertisement in Print media through newspaper, magazine, souvenir.
3. Sponsoring of various events like Health Mela in Delhi.
4. Launch of new services & attractive tariff in press conferences, which are covered by various media and highlighted in prominent newspapers, TV channels, Radio, inserters with the bills etc.
5. Press releases are issued from time to time to press for popularizing BSNL/MTNL services, Public Grievances Redressal mechanisms, Lok Adalats etc.
6. Formation of Marketing Task Force / teams to provide doorstep service to the customers.
7. Establishment of Out Bound Call Centre to proactively retain customer relation and to sell products and services.
8. Start of broadband, IPTV and VoIP services on landline connection.
9. Introduction of CDR based billing to improve handling of billing related problems and provide single bill to customers for various services.
10. Lot of efforts are being made to improve the quality of service.