

by Government, the subscribers shifting from Government owned PSUs viz., BSNL and MTNL to other service providers have increased;

(b) if so, the steps taken by Government to arrest such trend; and

(c) if no such action is taken, the reasons therefor?

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI RAVI SHANKAR PRASAD): (a) Bharat Sanchar Nigam Limited (BSNL) has reported that as on 31.5.2014 total 45,80,582 customers have ported out of BSNL and 33,57,666 have ported-in. While in the case of Mahanagar Telephone Nigam Limited number of customers porting-out is 2,78,351 and number of customers porting-in is 69,163.

(b) and (c) BSNL and MTNL have taken a number of measures to arrest such trend. These are as follows:

- To improve quality of Network and provide better services, BSNL and MTNL are augmenting their BTSs (Base Transceiver Stations) in areas where congestion is observed, optimizing their networks and monitoring of uptime of their BTSs continuously.
- Exemption of porting fees from subscribers coming to BSNL network.
- Setting up of special cells by circle offices to contact customers and address their grievances.
- Launch of aggressive data plans and competitive prices for all wireless products.
- Additional incentives for sales channels.
- Wide publicity through media highlighting the advantage of availing services from BSNL namely trusted brand, transparent billing, widest network coverage and competitive rates etc.

Improving landline business of BSNL

2503. SHRI D.P. TRIPATHI: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether it is a fact that BSNL's landline business is incurring losses;

(b) if so, the details thereof;

(c) whether it is also a fact that BSNL plans to scale down the manpower strength engaged in landline business; and

(d) if so, the steps Government would take to improve the landlines business of BSNL?

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI RAVI SHANKAR PRASAD): (a) and (b) Yes, Sir.

Bharat Sanchar Nigam Limited (BSNL) has reported their loss figures for the last three financial years as given below:

Particulars	(Figures in crores)		
	2013-14	2012-13	2011-12
Profit/(Loss) for landline business	(14,979)*	(13,445)	(12,669)
Net Profit/ (Loss) of BSNL	(7,085)*	(7,884)	(8,851)

*The figures for FY 2013-14 are provisional and unaudited.

(c) BSNL is preparing a plan for financial revival and comprehensive HR (Human Resource) restructuring for the company. The details are yet to be finalised.

(d) BSNL has taken the following steps for improving its landlines business:

- Migration from Public Switched Telephone Network (PSTN) to Next Generation Network (NGN) in the current Five Year Plan to provide Enhanced Value Added Services (VAS) like Personalized Ring Back Tone, Broadband VAS, Multi Media Video Conferencing, Wide area Centrex, Voice over Internet Protocol (VOIP) services and fixed- mobile services convergence etc.
- Redeployment of workforce with more focus on Sales, Distribution and customer care activities.
- Measures to retain and enhance the landline connectivity by increasing penetration of broadband.
- Sales and Marketing set up has been strengthened by having exclusive channel management team consisting of 4500 exclusive sales representatives.
- Introduction of Call Detail Record (CDR) based billing, commercial and fault repair service and work order management system.

BSNL network

†2504. SHRI NARENDRA KUMAR KASHYAP: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether BSNL is the largest network under Central Government which covers across the country including metropolitan cities but the network is weak at many places due to which mobile phone do not function properly;

†Original notice of the question was received in Hindi.