

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

UNSTARRED QUESTION NO:1060
ANSWERED ON:07.03.2007
UTILISATION OF LAND LINE AND CELLULAR PHONES
Murmu Shri Rupchand

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

(a) the steps taken by the Government to promote the utilisation of Land Line Phones and Cell One Cellular Phones in West Bengal during the last one year; and

(b) the result achieved as a result thereof?

Answer

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

(a) Sir, following steps have been taken by Bharat Sanchar Nigam Limited (BSNL) during the last one year to promote utilization of landline and cellular phones:

(i) Periodic revision of tariffs to make them competitive.

(ii) Introduction of new services viz. Broadband service on landline.

(iii) Publicising promotional schemes through printed media such as News Paper at local and national levels, magazines, use of broadcasting media at local and national levels, hoardings at prominent places throughout the State and glow-sign board at PCOs etc.

(iv) Participation in various local fairs, trade and book fairs for educating the public about the various services and tariff plans of BSNL.

(v) Dissemination of information about various schemes through SMS to mobile subscribers.

(b) As a result of the efforts made, a total of 3,53,994 telephone connections have been added in West Bengal during the year 2006-07 till 31.1.2007.