



MOBILE NUMBER PORTABILITY (MNP) IN INDIA : A STUDY

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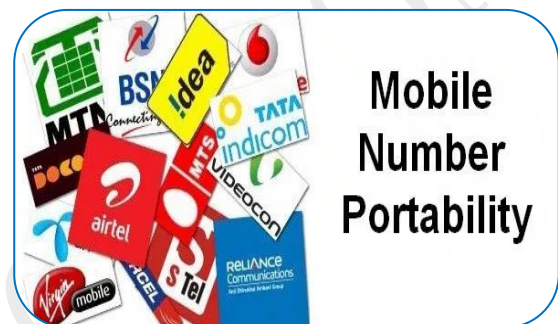
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ABSTRACT :

MNP or mobile number portability, allows the customers to change their mobile phone operator from one to another and keep their existing mobile phone number. This also applies if users are crossing states across the country (moving Telecom Circles). They can switch their mobile phone operator or stay with the same operator in another state. This will prevent them from incurring roaming charges.

KEYWORDS : mobile number portability , mobile phone operator, customer service.



INTRODUCTION:

The process is termed MNP or mobile number portability. It's quick and very easy to do. MNP (mobile number portability) will incur a charge (Rs 19) (unless your new mobile phone provider pays this fee for you - ask them!) MNP became available in India from 01 January 2011, however, the national rollout of MNP across all States and Telecom Circles occurred on 3rd July 2015. It allows consumers and businesses to keep their existing mobile numbers when they switch operators. It, literally, means that numbers are portable from operator to operator - whether that operator is a mobile, landline, or VoIP service provider.

Definition of MNP

“Mobile Number Portability” means the facility which allows a subscriber to retain his mobile telephone number when he moves from one Access Provider to another irrespective of the mobile technology or from one cellular mobile technology to another of the same Access Provider;”

-TRAI Notification, 23/09/2009

(www.ictregulationtoolkit.org/En/Document.3796.pdf)

Mobile Number Portability benefits everyone. It gives subscribers the freedom to choose operators based on criteria like services, price, and customer service. Their freedom of movement is not influenced by the inconveniences and costs that come with changing numbers. It also makes it easier for operators to compete for customers, precisely because it eliminates a major barrier to churn - that is, reluctance to change numbers. Although this increased risk of churn is a concern among some

operators, number portability has been a huge success around the world, because it helps to level the playing field, giving all operators more opportunities to grow their subscriber bases and revenues.

OBJECTIVES OF THE STUDY:

Through this study we will try to find out and understand the following points.

To know the rules and regulations of TRAI regarding MNP

To know the advantages of the MNP to customers as well as the telecom operators

To know the present status of MNP in the telecom market after Implementation of this scheme

Sources of Data and Information:

According to the nature of the study all Information and figures are collected from reliable secondary sources, such as websites, departmental reports, and print & electronic media etc.

Porting Procedure for Subscriber

TRAI has decided a procedure to port any mobile number to another operator which is as follows

Subscriber should Contact the new mobile Service Provider to whom he want to port his mobile number.

He should carefully read the eligibility and other conditions and refer to website www.trai.gov.in if further details are required and Fill up Customer acquisition Form (CAF) & Porting Form.

If eligible, Obtain 'Unique Porting Code' by sending an SMS from the mobile number he wants to port to the number '1900' with text 'PORT' followed by space followed by his 10 digit mobile number. Submit the duly filled Porting Form and CAF along with requisite documentary proof of the mobile service provider.

If he is a post paid subscriber, submit a paid copy of the last bill issued along with the Porting Form and CAF.

Obtain new SIM card from the new service provider.

Subscriber can withdraw the porting request within 24 hrs of applying.

Activation of Ported Number

Subscriber new mobile service provider will intimate him the date & time of porting on his mobile phone.

Replace the old SIM with the new SIM provided by his new mobile service provider after the specified date and time.

Eligibility and other Conditions for Porting a Mobile Number

Subscriber is allowed to move to another mobile service provider only after 90 days of the date of the activation of that mobile connection or from the date of porting of the mobile number, whichever is applicable.

Subscriber is allowed to change mobile service provider within the same service area only.

If subscriber is a Post-paid subscribers, he should ensure that he has paid all the dues as per his last bill (subscriber will have to sign an undertaking in the Porting Form also).

Advantages to Subscribers

MNP is adopted very joyfully by the customers because it gives them freedom to retain their number and change the service provider according to their need or choice. Some advantages are pointing out below-

- It empowers the consumer to be a lifelong owner of his phone number and fosters additional choice and convenience in communication services and providers with whom they do business.
- It Increases competition amongst mobile service providers for customer retention, ensuring better service quality
- Competitive pricing, better services, improved and innovative value added services (VAS)
- Better addressing of grievances to retain subscribers
- Affordable and convenient
- Save money by choosing the best plan that suits your requirement
- No need to panic to inform family and friends of a change in number due to a change in the service provider
- Short-term monetary benefits to the Subscribers, as operators willing to offer free talk time and data usage

Advantages to Operators

Service providers are also benefited by MNP. If they are aware about customers and competitive to other providers, they will get these advantages

- Benefits to new operators due to the innovative service offerings, better services, relatively uncongested network
- Operators will no longer have to pay the price to reserve a specific number series in a particular zone, even if there are very few Subscribers using that series
- Fewer struggles for newcomers: If an operator is entering a new telecom zone, he will not have to struggle for getting enough number of subscribers to keep itself in business.
- Usually, new telecom operators offer better price to value ratio for the Subscribers. It will play a significant role in getting new operators a good number of subscribers.

Present Status of MNP in Indian Telecom market

When we see the present data of mobile number portability in India published in the website of telecom Regulatory Authority of India

Zone- 1

Zone- 2

Service Area	Number of Porting Request (In Million)		Service Area	Number of Porting Request (In Million)	
	Nov. 18	Dec.18		Nov. 18	Dec.18
Delhi	20.95	21.18	Andhra Pradesh	34.68	35.06
Gujrat	26.53	26.96	Assam	3.26	3.29
Haryana	14.76	14.93	Bihar	15.73	16.01
Himachal Pradesh	1.96	1.99	Karnataka	38.56	38.84
Jammu & Kashmir	0.97	0.98	Kerala	9.82	9.92
Maharashtra	28.92	29.38	Kolkata	9.94	10.03
Mumbai	21.28	21.45	Madhya Pradesh	26.64	26.94
Punjab	15.49	15.69	North East	1.29	1.29
Rajasthan	32.98	33.24	Orissa	8.01	8.15
U.P.(East)	22.20	22.51	Tamil Nadu	34.69	35.13
U.P.(West)	17.83	18.07	West Bengal	20.72	20.92
Total	203.87	206.38	Total	203.35	205.60

- Total number of MNP in Zone 1 and Zone 2 is **407.22 million** in November 2018 and **411.98 million** in December 2018. So the net addition in December 2018 is **4.76 million**
- Intra-service area Mobile number portability (MNP) was implemented first in Haryana service area w.e.f. 25.11.2010 and in the rest of the country w.e.f. 20.01.2011. Inter-Service Area MNP has been implemented in the country w.e.f. 03.07.2015. Now, the wireless telephone subscribers can retain their mobile numbers when they relocate from one service area to another.
- During the month of Dec-18, a total of 4.76 million requests were received for MNP. Out of total 4.76 million requests, 2.51 million requests received from Zone-I and 2.25 million requests received from Zone-II. The cumulative MNP requests increased from 407.22 million at the end of Nov-18 to 411.98 million at the end of Dec-18, since the implementation of MNP.
- In MNP Zone-I (Northern and Western India), the highest number of requests till date have been received in Rajasthan (about 33.24 million) followed by Maharashtra (about 29.38 million) service area. In MNP Zone-II (Southern and Eastern India), the highest number of requests till date have been received in Karnataka (about 38.84 million) followed by Tamilnadu (about 35.13 million).

CONCLUSION

After the above study we can clearly say that Mobile Number Portability is used very frequently by the Indian subscribers. As we know that the total number of mobile phone users in India on 31st Dec. 2018 is **1176 million** and net addition in December 2018 is **4.24 million** which is **0.36%** of total users. While the net increase in request of MNP is **4.76 million** in Dec.2018, it means the growth of MNP request is higher than the growth of new subscribers. These data proves the success and acceptability of MNP. It avails opportunity to subscribers to retain their number and change service provider according to their choice or requirements. MNP is beneficial not only for subscribers but service providers also. It encourages the improvement in service quality, competitive tariff plans, improved value added services and satisfy customers through overall positive changes.

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