

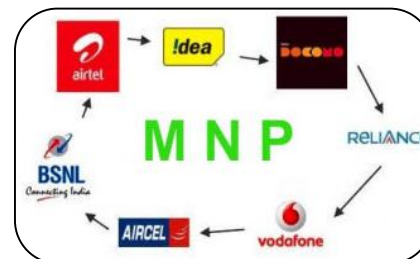


IMPACT OF MOBILE NUMBER PORTABILITY (MNP) SERVICE ON YOUTHS OF PALI BLOCK, KORBA DISTRICT CHHATTISGARH

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ABSTRACT

Mobile Number Portability (MNP) is a service or facility introduced by Telecom Regulatory Authority of India (TRAI). Through this facility, cell phone users are availed the freedom to change their service provider without changing their existing mobile number. It is a revolutionary step towards consumer rights of Cell Phone users and their satisfaction.

KEYWORDS: Mobile number portability, Telecom.

INTRODUCTION

MNP introduced in India in January 2011 and became available for all states and all telecom circles in July 2015. In this study we are focusing that, what is the impact of this service on the young cell phone users between the ages of 18-25 years. The Study was organized in Pali block, which is situated in Korba District of Chhattisgarh state. It is a tribal area according to revenue department of the state, with the population of 5514 according to census India 2011.

OBJECTIVES OF THE STUDY

The study was conducted to fulfill the objectives as under:

1. To know the awareness about MNP service among young cell phone users of the area.
2. What are the criteria of the users to port their Numbers to a specific operator.
3. Who is the favorite operator of the area on the basis of primary data.

NEED OF THE STUDY

Mobile Number Portability (MNP) is one of the ambitious facilities introduced by TRAI for the interest of cell phone subscribers. All the Service providers showed their accord towards this service, and claim that they will acquire more share of the market on the basis of their service quality. This study is an endeavor to analyze the facts about Mobile Number portability (MNP) and also an attempt to examine the claim of service providers in the research area. This study can be helpful to understand the Porting trend among youths of Pali Block, and indicate the factors which are affecting their decisions to opt this facility.

SERVICE PROVIDERS:

Total four companies are working in the research area. BSNL is the oldest provider, beside this IDEA, Airtel, and the newest company Jio is also providing their cellular services. All the companies are offering 3G and 4G services except Jio, who is providing 4Gservice only. Call rates and data charges are two main reasons, while coverage of the cellular network is third reason to Port the numbers.

RESPONDENTS:

Respondents of the research are young people of the Pali Block, which have preferably chosen from the government college of the area. While some other from local city area, keeping in the mind that they should be user of smart phone with 3G or 4G facilities, and also able to understand as well as answer the questions of questionnaire.

RESEARCH METHODOLOGY

Type of Research: Descriptive research.

Research Approach: Quantitative.

To achieve the goals of the study a questionnaire was framed to collect the data from targeted group of respondents who are belonging to the age group of 18-25 years. Total **200** respondents were selected on the basis of Probability random sampling method, majority of them were college going youths and the rest were belonging to local community. According to the need and nature of the study, all the data were collected from primary sources with the help of questionnaire.

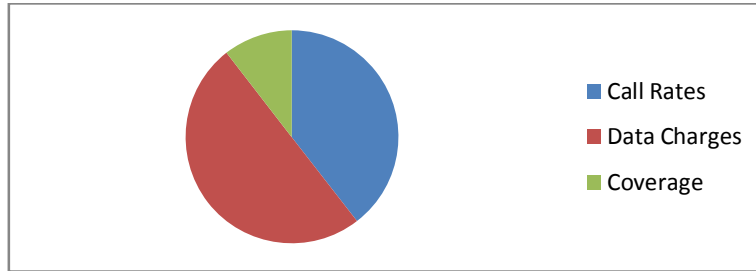
LIMITATIONS OF THE STUDY

The study is limited to the young generation of the research area and specially focused to the college going youths. All the information and data are collected from primary sources only. The duration of this work is near about two months from April to May 2019.

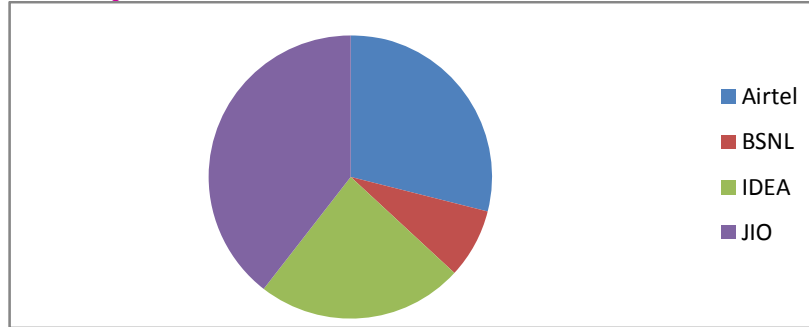
INFORMATION RECEIVED FROM THE RESPONDENTS**Table 1.**

Sr. No.	Questions	Response	Response	Total
1	Are you a college Student	Yes 140	No 60	Total 200
2	Have you ever heard about MNP	Yes 180	No 20	Total 200
3	Have you ever port your mobile Number	Yes 76	No 124	Total 200
4	How many times you Changed your Provider through MNP	1 56 2 18 More than 2 02	-	Total 76
5	What was the main reason for Port the number	Call Rates 30 Data charges 38 Coverage 08 Other 00	-	Total 76
6	In which company did you Ported recently	Airtel 22 BSNL 06 IDEA 18 JIO 30	-	Total 76
7	Are you feeling Satisfied with your present Service provider	Yes 65 No 11	-	Total 76
8	Do you want to Port again in future	Yes 06 No 70	-	Total 76

Reasons for the Port Numbers: Point 5



Companies Share of the Ported Numbers in Area: Point 6



ANALYSIS:

As the table shown above the sample size was 200 respondents. Out of which 140 were college students and 60 were not.90% were known about Mobile Number portability (MNP) service and 10% unknown. Further the study was centralized upon 76 respondents, who were actually ported their mobile number. 74% (56) were ported only one time, 23% (18) were ported 2 times, and only 3%(2) were ported more than 2 times. Highest (38) respondents were ported their number for attractive data charges, call rates was the second influencing factor for porting (30 respondents), while only 08 respondents were ported for coverage issues. Reliance Jio was in first position in capturing the customers with 30 respondents, Airtel, IDEA, and BSNL were in the second, third and last position respectively with 22,18, and 06 respondents. On the basis of satisfaction 85%(65) were satisfied and 15%(11) were not satisfied after porting their numbers, out of which only (08) wanted to port again, and (68) wanted to continue with their existing service provider company.

RESULT:

According to above analysis it can be clearly state that awareness about the Mobile Number Portability was very high (90%) in research area, while actual adoption rate of the MNP was 38% only. Further, data charges was the key factor for porting decision, call rates was the second factor and coverage was the third issue to opt MNP service. Reliance Jio was the big gainer of MNP as he captured 39% of total ported numbers, while Airtel, IDEA, and BSNL had acquired 29%, 24% and 8% share of ported numbers respectively.

CONCLUSION:

Although the research area Pali block is situated in tribal area but the study shown the approach and efficiency of communication facilities such as availability of hi speed internet, competitive call rates, affordable data plans , and frequent use of smart phones. It is also found that, private service provider companies are more successful than Public sector’s company BSNL and It is not a good sign for this single government owned company. People know about MNP, and they are using it according to their needs and requirements. So it can say that the MNP service is achieving its goal to facilitate the customers and maintaining the healthy competition among cellular market.

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