

**Comments and views on consultation on
Telecommunication Mobile Number Portability (Seventh
Amendment) Regulations, 2017 By
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- The arrival of the new system in India has made mobile network operators to stay on guard as the subscriber now has the flexibility to move out of their network anytime.
- Due to introduction of MNP, mobile network operators will have to face this huge hurdle and will have to improve upon their customer's service and products to be the best if they wish to retain their esteemed customers.
- There are many exit barriers or strategies that operators can adopt to prevent their base from churning.
- A few examples of such strategies are;
 - Offer advance rental plans with bundled free airtime to lock in the subscribers.
 - Enhance network coverage by providing in building solution
 - Offer personalized customer care.
- MNP benefits
 - Free mobility between SPs without changing mobile number
 - Many value added services may be offered.
 - Increase the competition between the SPs.
 - Equal chance between the providers to attract the customers
 - No need to inform others by number changing.
 - Callers don't need to change their entries
- MNP limitations
 - The absence of number identity

- The loss of unconsumed account after porting.
 - Waiting time before porting may be long.
 - Increase the renovation and marketing cost.
 - The need for changing mobile handset when changing to the mobile technology.
 - Subscriber must wait for a lock in period before switching again.
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- MNP challenges
 - Call routing costs
 - Data transmission
 - Porting time
 - Subscriber sensibility
 - Simplicity
 - Facility of MNP was launched in Haryana service area on 25th November 2010 on pilot basis and the same was extended to the entire country on 20th January 2011.
 - Initially, the MNP facility was available within the licensed service area only.
 - However, in accordance with the provisions contained in the National Telecom Policy- 2012 regarding “One Nation – Full Mobile Number Portability”, full MNP was implemented i.e. 3rd July 2015. Presently, there is no mechanism available with the RO to verify the content and status of expiry date of UPC. Therefore, it is proposed that a process may be added to the existing MNP process wherein content of UPC and date of validity of UPC along with the mobile number are shared by DO with respective MNP Clearing House (MCH). The RO sends verification request containing the mobile number and UPC to the MCH who in turn shall respond back instantly to RO conveying acceptance or rejection of the porting request on the basis of the content and date of validity of the UPC, generated for the particular mobile number. The porting application will be submitted to MCH only after UPC is cleared by MCH.

- Through the proposed mechanism, entry of incorrect UPC and invalid/expired UPC can be addressed at the PoS itself. This will make porting of mobile number more convenient and shall bring greater satisfaction to the telecom subscribers at large.

With Regards,

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