



SINDHUDURG ZILLA SHIKSHAN PRASARAK MANDAL'S

SHRI PANCHAM KHEMRAJ MAHAVIDYALAYA, SAWANTWADI

Dist. Sindhudurg - 416510 (M.S.)

NAAC - RE-ACCREDITED B (CGPA-2.80)

'BEST COLLEGE' Award by University of Mumbai

Permanent Affiliation No. - Aff/Recog/2489 of 2005, Dated May 21, 2005

HAND DELIVERY

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Ref. No. 23K | 1034 | 2018

Date : 30 | 11 | 2018

To

Shri Kaushal Kishore

Advisor (F & EA - II) TRAI

Mahanagar Doorsanchar Bhawan,

Jawaharlal Nehru Marg,

New Delhi, Delhi 110002

Email : advfea1@traigov.in

Subject: Amendment of TRAI ruling of sending printed bills to customers - regarding
Ref: Consultation paper released on website dated 15 th Nov 2018

I would like to draw to your attention towards the Consultation paper released on 15 th Nov 2018 regarding Review of Extant Provision for sending printed bills to consumers of landline and Post Paid Mobile subscribers.

First of all I wish to record my appreciation for the fact that TRAI has taken a green step towards digital billing. I have always been an ardent supporter of green initiatives.

Four Hundred Crore trees are cut down worldwide each year for paper, representing about 35% of all harvested trees. This is reason enough to change your regulation.

One tree makes around 8000 sheets of paper. On an average around Eighty Thousand Trees are cut per year just to generate printed bills for BSNL customers alone. During my various interactions with Telecom Service Providers, especially with PSUs BSNL & MTNL, I have always encouraged them to switch to digital mode. These PSUs have been making sincere efforts to encourage customers to switch to e-bills since last few years.

However, on change of regulation of TRAI, with a single stroke, we will be able to encourage and educate consumers and promote green billing. It is pertinent to note that this regulation was enacted when our overall tele density was at 28%. **Now after 10 years, the tele-density stands at 9.440% with Urban tele density at 163% and Rural tele density at 58.45%.**

Take a minute to consider the revolutionary changes in Telecom field and the Digital India Drive by our Hon'ble Prime Minister. The 'Digital India' program of the Government of India (GOI), envisages that 250,000 Indian villages will enjoy broadband connectivity, and universal phone connectivity. BharatNet has already completed Phase-1 of the broadband project by connecting over 1,15,000 Gram Panchayats (GP) across the country. A further over 1,15,000 are being connected. This is a laudable effort and towards promoting a digital india. **Also shows that it is possible to send the telephone bills in digital format and realise our PM's Digital dream.**

A switch over to e-bill has numerous benefits - saving the environment, reduction in generation of paper waste, reduction in the cost of paper/printing etc. The customer can easily get an SMS with a

link to facilitate payments or he/she can go to the nearest service centre to make payments, as they have been doing previously.

It is always difficult to bring in change in the age old habits of people. To reap the benefits of the sweeping changes in the Telecom field, special initiatives are required to encourage people to embrace the new alternatives. **An amendment in the above regulation will definitely act as an enabler for ushering in this change.**

When e-bill is made default option then the bills to Postpaid subscribers of (i) Wireline and (ii) Mobile services with (a). Subscribers of Feature phones can be sent an sms or a whatsapp msg and then they can proceed to pay as earlier.
(b). Subscribers who do not have e-mail facility can also get a sms with a link to facilitate payment or visit their nearest payment centre.

If someone desires the bill printed copy , then they should request their service providers for the same. However, since printed paper means that somewhere a tree had to be cut, the consumer must be asked to pay anything between 50 to a 100 Rs so that only those genuinely in need of it would apply.

People are today willing to pay for what they use.

With Warm Regards,

Yours Sincerely,

Copy To: Hon'ble Prime Minister, Shri Narendra Modi Ji, Prime Minister's Office, South Block, Raisina Hill, NewDelhi-110011


PRINCIPAL

~~Dr. Pancham Mahavidyal~~
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