

Press Release

## Telecom Industry gears up to face imminent cyclone threat in Gujarat



New Delhi, October 29, 2014

Private telecom companies have geared up to provide continuing mobile communication services with minimum disruption to the public during the impending Gujarat cyclone. This includes tracking of people, missing person information, helpline numbers, wi-fi facilities in relief camps along with mobilising temporary Mobile Base Stations (Cell on Wheels - COWs), as the cyclone Nilofar is about to hit the Gujarat coast.

**Mr. Rajan S. Mathews, Director General, COAI**, said, *"These preparations benefit from our learnings from Uttarakhand and J&K's recent natural calamities, and the difficulties created by the cyclone Hudhud in Orissa and Andhra Pradesh. Now, the Indian telecom companies are better prepared to ensure that people remain connected in the districts that may get affected by the cyclone. We are ready to minimize the possible damage caused by the cyclone on the mobile communications network and will be putting in the best possible efforts to ensure availability of communications access and restoration of the critical services quickly and effectively."*

**Mr. Ashok Sud, Secretary General, AUSPI** commented, *"The industry is with the people of Gujarat as the cyclone Nilofar approaches the state. We are aligned with the requirements and are pro-actively taking measures to ensure that there is minimum loss of connectivity for the people. The industry will work at tandem with the state and central governments for restoring normalcy as early as possible."*

To focus on the well being and safety of people and their relatives in the affected areas, the 2G/3G access service providers will:

- Share telecom access infrastructure/network including intra-circle roaming in the affected areas during the period - to ensure that all customers continue to get access to telecom services irrespective of the operator they are subscribed to. In case during this period customers are not able to access their own network, they can try accessing other networks manually to get the services
- Telcos will set up call centres for missing person information
- Messages or advisories from the State/Central government, NDMA, Meteorological Department, etc. will be transmitted through SMS to all subscribers in Gujarat
- The helpline number 1948, which has been allocated in Gujarat for telecom services and missing person information, will be intimated to all subscribers through SMS
- Prepaid customers will be able to contact the emergency numbers even without balance

- VSAT service providers will facilitate Wi-Fi hotspots in relief camps organized by the Gujarat State Government
- Mobile Base Stations (COWs) will be deployed on priority in the affected districts to facilitate communications

The telecom companies are working very closely with the Department of Telecommunications as well as the Gujarat CM's office and other local bodies to share information and coordinate efforts. The members of COAI and AUSPI will be monitoring the situation on the ground closely during the storm and are committed to provide the maximum possible communication services and facilities in the affected areas during the storm and for a speedy recovery and restoration of full service thereafter.

The telecom companies have worked closely with the DoT and the Government in speedy restoration of services during recent disasters in J&K and AP amidst huge difficulties faced by them, and are committed to do the same in Gujarat.

According to the Indian Meteorological Department (IMD), the deep depression in the Arabian Sea has converted into a cyclone and under the moniker 'Nilofar' is heading towards Gujarat, expected to make landfall on Friday. As per the available information, the Districts of Kutch, Jamnagar, Junagadh and Porbandar are likely to be affected.

#### **About AUSPI:**

Association of Unified Telecom Service Providers of India (AUSPI), constituted in the year 1997 is the representative industry body of Unified Access Service Licensees providing CDMA & GSM Mobile Services, Fixed Line Services as well as Value Added Services throughout the length and breadth of the country.

[www.auspi.in](http://www.auspi.in)

#### **About COAI**

COAI was constituted in 1995 as a registered, non-governmental society. COAI's vision is to establish India as the global leader of innovative mobile communications infrastructure, products and services and achieving a national teledensity of 100%, including broadband. The association is also dedicated to the advancement of modern communication and towards delivering the benefits of innovative and affordable mobile communication services to the people of India.

[www.coai.in](http://www.coai.in)

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