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Magufuli's vision for a digital Tanzania

SPECIAL EDITION

Streamlining Service Bundles

Muarobaini wa kero vifurushi vya simu

TZ-CERT
TANZANIA COMPUTER EMERGENCY RESPONSE TEAM

Coordinating Online Safety

The Tanzania Computer Emergency Response Team (TZ-CERT) is a team responsible for coordinating responses to cyber security incidents at the national level. It cooperates with regional and international bodies involved in the management of cyber security incidents.

TZ-CERT was established under section 124 of the Electronic and Postal Communications Act (EPOCA) of 2010 and within the TCRA structure.

Our Vision: To be a globally trusted hub for handling cyber security incidents.

Our Mission: To improve and support the nation's cyber security posture, coordinate information sharing, and proactively manage cyber risk while enhancing the commitments of constituencies.

Our Objective: To ensure a high and effective level of network and information security within Tanzania and to develop a culture of network and information security for the benefit of the entire community (government, citizens, consumers, enterprises and public sector organizations); thus contributing to a smooth and safer functioning of on-line activities.

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Regulator

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The new rules, on telecommunications service bundles, promotions and special offers address bundle categories, duration, roll over of unused units and promotions.

Letter from the Editor

The Tanzania Communications Regulatory Authority has addressed a major consumer complaint in the communications sector - service bundles- by formulating rules to manage their provision.

TCRA consulted widely and openly with its stakeholders and circulated a questionnaire with structured and semi-structured questions. After analyzing feedback from more than 3,200 respondents the Authority drafted rules on service bundles, promotions, and special offers. This edition covers the process and presents the new rules.

We also have a supplement on the Pan African Postal Day which was marked on 18th January 2021, with statements by the Minister for Communications and Information, PAPU Secretary-General, TCRA Director-General, and the Tanzania Postmaster General respectively.

There is a piece on the new five-year strategic plan of the Ministry of Communications and Information Technology which is based on national development blueprints including Development Vision 2025, the Third Five-year Development Plan, and Elections Manifesto of the ruling party - CCM.

There are plans to expand the national ICT backbone to the district level by 2025 and increase broadband coverage and internet users to 80 percent. A Broadband Strategy will be formulated.

Plans to make internet-enabled devices readily available, and affordable, include the promotion of local manufacturing of ICT equipment. TCRA, has invited and received expressions of interest for the construction of a smartphone assembling factory in Mwanza

Three recent reports on the state of communications in Africa project a major transformation for the content by 2025, with smartphones driving its great digital leap forward. We have summarized reports by the International Telecommunication Union (ITU) – the UN specialized agency for ICT and GSMA – the global group representing the interests of mobile industry players on internet connectivity, mobile payments, and digital solutions respectively.

EDITORIAL BOARD

Call for articles

The Editor invites articles and other contributions, including comments in all areas of electronic and postal communications and related fields. Contributors are invited to submit full-length articles, including figures and pictures. Photographs should be in JPEG format.

The material should be in font size 12, single-spaced, up to four A4 pages. Articles must be original and should have references, where sources are quoted.

Contributions should be submitted to the Editor, Regulator Magazine, Tanzania Communications Regulatory Authority, Mawasiliano Towers, 20 Sam Nujoma Road, P.O. Box 474, Postcode 14414 Dar es Salaam. Email: *regulator.magazine@tcra.go.tz*
For more information please contact the Editor on: *regulator.magazine@tcra.go.tz.*

We pay a reasonable honorarium for published contributions.

From our archives

The Regulator is distributed to the Authority's stakeholders and subscribers.
Electronic versions and past copies can be accessed on the TCRA website - *www. tcra.go.tz.* Navigate to 'Publications and Statistics', - scroll down to *The Regulator*.

Bundle rules premised on consultations feedback

The Tanzania Communications Regulatory Authority has issued Rules on service bundles offered by mobile network operators. The move follows an open and extensive consultation the Authority made with the public, service providers, and consumers on bundle services.

Based on the analysis of the feedback received, TCRA has identified issues that need to be addressed to improve the consumer's experience, induce consumption of telecommunications services, promote transparency in the billing, and ensure value for money for the services subscribed. Some of the issues identified include automatic renewals of one-time bundles, subscriptions without consumer consent, and retention of customer information.

Enhancing transparency in bundled products has the potential of reaching better outcomes for consumers buying bundled products.

In the context of competition, bundling of services without control may cause deterioration of Quality of Service (QoS), and incentivize anti-competitive behaviour, which includes service offerings below the cost of production. This has a detrimental effect on the relevant markets both in the short run and long term.

The objective of the rules is to protect the consumer by enhancing transparency in bundled products

to reach better outcomes for consumers who buy bundled products. The rules aim to sustain the industry growth and at the same time prevent unfair/ uncompetitive pricing strategies while protecting and empowering consumers.

They are also designed to enhance competition in telecommunications while protecting and empowering consumers. They also aim to protect and help consumers make better choices of bundles that suit their needs.

They set out principles that telecom companies must adopt to better protect consumers who choose bundled products. They ensure that consumers who buy bundled products are equally protected as those who use basic tariffs to buy individual services.

The rules address, among other things, bundle validity period, terms and conditions, as well as information requirements on bundled products. They promote a consistent framework for the treatment of bundled products across all telecom operators to better protect consumers who choose bundled products.

They promote transparency; simplicity, the need for clear and understandable terms and conditions, and consumer rights including to opt-out of a bundle.

Postal resilience in crises

January 18th is commemorated as the Pan African Postal Union (PAPU) day. The Arusha-based specialized agency of the African Union was established in 1980. This year's theme was: The Post: Building resilience in time of crisis. We present statements by the Minister for Communications and Information, PAPU Secretary General, TCRA Director General and the Tanzania Postmaster General.

Adapting for service delivery

Statement by the Minister for Communications and Information Technology, Hon. Dr. Faustine E. Ndugulile

Postal Services bring people and businesses together for communications, trade and exchange of information and ideas. During the COVID-19 pandemic, postal workers have, like never before, demonstrated their role in providing essential services that are both indispensable and sustainable to the majority during the crisis. Remittances, especially migrant transactions have been very crucial.

Covid-19 has taught us to have contingency plans in crises. It enables all stakeholders to readily and effectively respond to emergencies and their potential humanitarian impact. This makes it possible to identify in advance, ways to mitigate the impact of Covid-19. This includes reduced working hours and staff in some postal outlets and loss of revenue.

Developing a contingency plan involves making decisions in advance on the management of human and financial resources, coordination and communications procedures, and being aware of technical and logistical responses. It is from these premises that the Postal sector can plan efficient operations of a postal business in a crisis.

Services like postal business depend on well-functioning and crisis-resilient transport infrastructure assets, mail circulation plans and proper technologies. At the same time, postal services can help create economic and social resilience by promoting sound information communications technologies, interconnectivity, diversified production, enhanced productivity and adding value to exports. Building resilience for and through postal services needs to be part of the solutions to the Covid-19 crisis.

The virtual conference organized as part of the celebrations will enable experts to share experiences on the impact of the Covid-19 pandemic on remittance services with a special focus on remittance services delivered via Africa's Post. It will enable them to draw lessons for not only building its Post's resilience in the future, but also for leveraging its multifaceted capabilities for growth.

Enhanced Postal crisis resilience and adaptation are of strategic socio-economic importance and will be key to achieving progress on many Sustainable Development Goals.

I hope that PAPU will solidify its position as a continental body to enable stakeholders in Africa to be more adaptable to the changing environment and have a greater exchange of information among African designated Postal operators.

Covid-19 may stay longer than we expect and it will be upon our consciousness and innovations to face the challenge and remain relevant in logistics and delivery services.

Inventing management amid the unforeseen

By Younouss Djibrine PAPU Secretary General

Since February 2020, the entire world has been in the throes of the COVID-19 pandemic, arguably considered by many as the gravest shock our planet has witnessed in decades. In addition to hundreds of thousands of lives lost, the global economy has plunged into its worst recession since the 1930s, characterized by job and income losses, and further aggravated by temporary or permanent shutdowns as well as the contraction of activities and businesses for some companies.

Unfortunately, the global postal industry as a whole and Africa's postal sector, in particular, have not been spared by this downward economic spiral. A study conducted by the PAPU General Secretariat in June 2020, in which the impact on the continent's postal industry was comprehensively assessed found that the postal sector as a whole and designated operators, in particular, faced many challenges with a devastating impact on their activities.

These unforeseen circumstances have led to the closure of airports (both national and international) and land borders, restriction of movement of workers, customers and vehicles and social distancing. Its other implications have been health risks for workers, additional costs for providing personal protective equipment (PPE), depletion of resources for funding universal service (with the emergence of new government priorities) and a proliferation of public demands for much-needed basic postal services at community level.

The result has been low volumes of inbound and outbound items, declining customer traffic at post offices, dwindling sales and revenues, downsized volumes, growing customer queries and complaints and inadequate supply of PPE.

With the uncertainties surrounding the COVID-19 pandemic, we can expect the global postal industry in general, and the African postal sector in particular, to continue being volatile, with no significant growth this year, as the impact of the pandemic, which has spared no one, cannot be taken lightly. The crisis triggered by the COVID-19 pandemic has become

Inventing management amid the unforeseen

an "existential" threat to humans and organizations alike across all continents.

It is imperative for the postal sector, which has been severely tested, to rebuild a momentum and take multifaceted approaches to cushion the shock, protect the postal industry, and enhance its capacity to anticipate and manage similar crises in future.

Fortunately, amidst this unprecedented adversity, Africa's postal sector has displayed its resilience. In the process, we have seen postal workers in several PAPU member states braving the pandemic at the risk of their lives to deliver mail and provide much-needed basic services through many solutions, some more ingenious than others. We wish to seize this opportunity to commend and applaud these brilliant initiatives.

The COVID-19 pandemic has demonstrated how vital a service the Post is for numerous countries in times of crisis.

In this respect, the issue of crisis management must be seen as germane to corporate strategy, because the major crises facing companies today all share the common denominator of testing their capacity for resilience and sustaining the trust bestowed on them by all stakeholders.

Managing a company successfully in times of intense difficulty like these involves preparedness for potential catastrophes through crisis management simulation drills. Ultimately, universal service obligations and the imperative of survival dictate that any postal organization worthy the name must remain in regular business against all odds, or at least, resume operations as soon as possible.

I urge all postal workers to come up with new management models informed by an ongoing exploration of potential challenges, including appropriate communication plans, to address short-term and unforeseen challenges. This should incorporate the ability of companies to cater for unforeseen immediate and more or less long-lasting challenges to their business models through actions such as management reconfiguration (based on autonomy, responsibility, creativity, cooperation/ collaboration, critical thinking, communications,

intuition and agility). They should also rethink strategic, technological, marketing and human orientations to actualize new paths towards growth and sustainability.

I am confident that with forward-looking or predictive management strategies, we will be able to sail through these unforeseen and turbulent times because history has shown us and continues to reveal that human beings have always known how to overcome trouble and afflictions of crises by leveraging collective intelligence, adaptation and innovation. Indeed, every progress achieved by humankind thus far has been nothing but the fruit of contradictions surmounted successfully.

The onus is therefore on Africa's postal sector to muster its forces to accelerate the process of organizational transformation in the face of these crises. We must continue to look further afield and envision how the crisis will continue to affect the competitive and economic environment, as well as identify the needs of society in the coming years.

Ultimately, all stakeholders will need to help postal industry companies to become pro-active in the face of the crisis, becoming more agile and resilient, and not just responsive thereby depleting their energy and capabilities when faced with the currently recurrent vagaries and vicissitudes in our environment.

Drawing on the lessons of this pandemic to better anticipate future crises through the concept of feedback based on professional ethos should be one of our key objectives in rethinking management amidst the unforeseen. In other words, the overarching aim is to develop a full-fledged and multidimensional "Strategic Watch" that incorporates the commercial, competitive, legal, fiscal, economic, financial, scientific, technological, social and societal facets.

On our part, PAPU will continue to play its pivotal role in building a Single African Postal Territory, at all times and in all circumstances, as its contribution towards achieving the common and constant aspiration of Africa's people for inclusive and sustainable socio-economic development, a pre-eminent objective of the newly-established African Continental Free Trade Area.

Digital signature platforms underway

By Eng. James Kilaba, Director General, Tanzania Communications Regulatory Authority

The theme of this year's celebrations – The Post: Building resilience in a time of crisis – emphasizes the Postal sector's rightful role as a key socio-economic stimulator. Postal operators now use technology to improve business processes and meet the growing demands of customers to ensure they remain commercially viable into the future.

Postal services are more important in major public crises like the COVID-19 pandemic. With COVID-19 the world is experiencing workplace and business shut down and a transition to digital communication and remote working. This has changed the way we live, operate and consume.

However, the exchange of physical goods is still needed; hence. the Postal Sector finds itself on the list of "critical infrastructure." Its resilience in a time of crisis has been shown vividly through solidarity and assurance of supporting governments, public administration, and citizens. Besides, Postal Sector has been effective in the delivery of critical personal protective equipment, testing kits, laboratory samples and medications.

They also contribute to the delivery of educational materials to students learning from home.

Postal customers have quickly moved to operate online. Digital communication is pushing in-store postal services to scale up operations, innovations in last-mile delivery for e-commerce and technology adaptability by the sector.

TCRA is working on these changes by preparing platforms for digital signature. The Authority is also collaborating with Postal and courier operators to develop guidelines and resetting mail service levels such as service standards, delivery points and frequency of deliveries to address challenges caused by the COVID-19 pandemic.

TCRA will also continue to closely monitor the performance of the entire postal sector to ensure efficiency and quality of services delivered.

TCRA has licensed 119 postal and courier operators into six different categories as follows: one designated Postal operator, seven Digital signature platforms under way By James Kilba Director General, Tanzania Communications Regulatory Authority International courier services providers, two East Africa courier services companies, 30 Domestic courier services licensees, 15 Intra-city courier services and 64 Intercity Transporters.

TCRA regulation of the Postal sector is intended to facilitate and enable postal customers to draw maximum benefit from social, technological and economic changes.

We shall continue to work closely with PAPU for the fulfillment of Union's mission. We are committed to supporting its activities as far as practicable possible for the benefit of all members.

Regulator

TPC mulls smart Postal Services Corporation

By Hassan A. Mwang'ombe, Postmaster General and CEO of the Tanzania Posts Corporation

This year's Pan African Postal Day is being commemorated amidst the global COVID-19 crisis which has enormously affected all sectors including the postal industry.

Posts worldwide are catalysts in social-economic development, bridge societies and have a direct relationship with the transportation sector. Any effect on the transportation sector has a direct bearing on the postal sector. The closure and downturns of airlines, shipping and other logistics companies have posed huge challenges in domestic and international items delivery.

The Tanzania Posts Company (TPC) has been directly involved in saving affected communities. Our staff has worked diligently and tirelessly to provide back-up care and support.

TPC staff were fully engaged in the delivery of protection materials and laboratory samples to designated laboratories.

This unprecedented situation has led us to change our strategies of service delivery. Our door-to-door service delivery branded "Posta mlangoni" has been enhanced by introducing community-friendly services and embracing technology.

Provision of financial and agency businesses, including foreign exchange services have been shaken; with low volumes and fewer customers due to restricted movements and the cancellation or reduction of flights.

TPC has responded by increasing and modifying money transfer and exchange services by extending the time of service in our outlets country-wide to facilitate customer access to our services.

We have formed a transformation team to work out strategies for the development and provision of new products and services, optimum utilization of technologies and strengthening our market share.

TPC will soon launch a new service branded Smart Posta which will enable customers to access Postal services on their mobile phones.

Ministerial strategic plan for digital transformation

The Minister for Communications and Information Technology, Hon. Dr. Faustine Engelbert Ndugulile (right) with the Deputy Minister, Hon. Eng. Kundo Andrew Mathew at the National ICT Commission offices in Dar Es Salaam on 22 December 2020

The Ministry of Communications and Information Technology has drafted a five-year strategic plan based on national development blueprints including development Vision 2025, the third five-year development plan, and the Elections Manifesto of the ruling party -CCM.

The new ministry was created in December 2020 with the mandate of harnessing emerging technologies to develop a digital economy in Tanzania.

The Ministry outlines strategies to improve management and access to ICT and Postal services, build institutional capacities and enhance digital empowerment.

The Government plans to expand the national ICT backbone to the district level by 2025 and increase broadband coverage and internet users to 80 percent.

A Broadband Strategy will be formulated.

Plans to make internet-enabled devices readily available, and affordable, include the promotion of local manufacturing of ICT equipment. The Tanzania Communications Regulatory Authority has invited and received expressions of interest for the construction of a smartphone assembling factory in Mwanza. (see an article on page 23).

Atashasta Justus Nditiye

The former Deputy Minister for Work, Transport and Communications; Muhambwe member of Parliament; Hon. Eng. Atashasta Justus Nditiye passed away in january 2021 following a road accident in Dodoma city. We join his grieving family, the people of Muhambwe Kibondo, the Hon. Speaker, members of Parliament and ICT sector stakeholders in mourning this dedicated leader.

We recall his contribution at the 2019 Congress of the East African Communications Organizations (EACO) in which he underlined the need to deploy broadband networks and offer universal services as key strategies in pursuit of the digital economy in the region.

Hon. Nditiye (seated, centre) with participants of a pre–EACO Congress meeting he addressed in Mwanza, July 2019.

Regulator

Streamlining telecom service bundles

By Lokila Mosso

The provision of several services in one package at concessional rates is common among service providers in the ICT industry. As a marketing strategy, bundling – the commercial offer of two or more services marketed as a single package and offered for a single price that is below the combined total for the products or service in the package- has been used in various sectors and scenarios.

Most mobile phone service providers in Tanzania offer bundles of voice, short messages (SMS) and data, at lower combined prices than stand-alone products. However, the administration of the bundles, notably underlying terms and conditions have led to consumer-generated cries and calls for their closer scrutiny.

The Tanzania Communications Regulatory Authority has comprehensively addressed bundling in the telecommunications sector, and after extensive stakeholder consultation, which included a structured questionnaire on bundles, has drafted rules to guide the provision of voice and data bundles. The draft was shared with service providers for their input.

Although telecommunications tariffs, particularly for mobile phone calls across networks were expected to fall in January 2021 after the low interconnection rate that became effective on 1st January, the packaging of voice with other services has not brought a respite to the consumer. Bundles have seen little change in terms of unit prices and duration, hence the ongoing pressure for action.

Bundling means selling separated products or services in packages that are marketed and provided one, with a single price and under conditions that are different from that of single products or services.

In some commercial outlets, particularly shopping malls and stores, bundling can be in the form of products that are related – for example, garments (a shirt, tie and trouser for example), and unrelated, where a shirt can be offered with a bottle of shampoo at a discounted price. This type of bundling can force a consumer to buy items they do not need.

Most of the bundles marketed by communications services providers are related. By their very nature, communications services are offered in a way that promotes relations between the service provider and their respective customers – the consumers.

According to the International Telecommunication Union (ITU), service becomes a bundle when it includes two or more services; is marketed as a single offer, with a single price for the set of services included in the bundle with a single invoice and subscribed under terms and conditions that are different from those of stand-alone services and products.

Bundles are considered as a package if the units are paid for under conditions or prices that can only be obtained under the terms of a respective subscription.

In January 2021, TCRA issued a public consultation document in which a bundle was defined as combined services such as voice minutes, data, and short messages (SMS) sold as a single package. Consumers can choose either an entire or separate service of the bundle.

Tanzania has seven mobile network services providers – Airtel, Halotel, Smile, Tigo, TTCL, Vodacom, Zantel; providing fixed and mobile voice telephony, SMS, fixed broadband mobile broadband and other value-added services.

The seven mobile service providers compete for the consumers who own the 51,292,702 active SIM cards in the market. Some 22,438,783,150 minutes and 33,362,294,403 SMS passed through their respective networks in December 2020.

The voice minutes and SMS are provided under basic and bundle tariffs respectively. These mobile companies and other applications services providers offering data services tariffs served 28,470,506 internet users who used 92,714,048,815 MBs of data between October and December 2020.

Average bundle tariffs offered by mobile phone networks are almost nine (9) times lower than basic tariffs.

Bundles provide several benefits to both consumers and service providers.

The provision of telecommunications services has a permanency to it. It involves repeat purchases, interactions, and transactions. In the first place, the know-your-customer (KYC) mechanisms that have

lately been facilitated by the registration of SIM cards enable service providers to claim a section of consumers as their own.

Satisfying and retaining these consumers and winning more is of paramount importance. Bundling, as additional features to existing service provision plans, is a way of customer retention, securing their loyalty to a service provider and reducing switching to competitors.

Offering consumers the incentive of lower prices than the sum of the stand-alone services when individually subscribed, and variety in terms of tariffs, choice, practicality and ease of use is an effective retention approach.

Consumers want convenience in accessing services, especially when these are in a single package offered by a single service provider. It is just like being able to shop from the neighbouring mangi shop (corner provisions store) for basic requirements.

Studies have shown that bundles enhance the growth of individual operator's subscriber base. However, since bundles are packaged as a combination of services, service features and have different terms and conditions, bundles may complicate choices by making it difficult to compare prices. Subscribers may have difficulties comparing the wide array of offers by competing service providers.

Although Regulation 12 (4)(b) of the Electronic and Postal Communications (Tariffs) Regulations of 2018 requires service providers to ensure that subscribers are provided with clear information on the terms and conditions of offers, most bundles are presented in a way that does not allow subscribers to compare the different bundled packages offered by service providers and how they are derived after

costing the various components of a service. Consumers in Tanzania are not adequately versed in this complexity. Their choice is based on the information provided by the service providers and peer experience. Service providers may abuse this low awareness to obscure the pricing of bundles.

Bundling as a strategy can also be misused by incumbents to bar new entrants. For example, a dominant service provider may bundle services or products with which it dominates the market and offers them at low tariffs. They thus take a chunk of competitor's revenue and eventually squeeze them out of the market.

The Electronic and Postal Communications (Competition) Regulations of 2018 empower TCRA to act against such unfair competition.

The new TCRA rules on bundling address tariff transparency. They require Service provides to ensure that bundled services are cost-based and cost-oriented in such a way that when are broken into components, the unit tariff of each service shall be easily identified.

Regulation 7(3) of the Electronic and Postal Communications (Consumer Protection) Regulations of 2018 requires operators to indicate " clearly", the total charge of packages being promoted and the applicable terms and conditions.

However, experience has shown that there are difficulties in assigning costs to specific elements of a bundle since an operator uses all its infrastructure elements are used for all the services provided.

It will be important for TCRA to consider reviewing the provisions of Regulation (4)(1) of the Electronic and Postal Communications (Accounts Separations) Regulations of 2018 which requires licensees to "prepare separate accounts for wholesale, retail products and services".

The new rules also address promotions in the form of gifts, often as additional voice minutes, number of SMS or data volumes (bits per second -KBs or MBs) offered with a bundle, or as a discount when one purchases a package.

Although bundles offer consumers a wider choice in terms of service type, delivery mode, duration, price and convenience, they can prevent consumers from unsubscribing from a particular service less preferred. They have to carry along the unwanted pre-paid baggage.

The new rules oblige a service provider to provide clear information to subscribers on the terms and conditions of bundles and special offers so they can make informed decisions; thus avoid being stuck with unwanted offers.

TCRA has been proactive in responding to the growing consumer concerns on service bundles by introducing the Rules.

It will be important to review the respective regulations to adequately address consumer and industry issues related to bundling. These include licensing, Accounts Separation, Tariffs, Value Added Services and Consumer Protection regulations.

Table 1: Typical service bundles offered by Tanzania's mobile operators in December 2020.			
Package	Duration	Service offered	Unit and price range
Voice	24 hours, 7 days, 30 days	Predominantly Voice, with SMS and MBs	Minutes/SMS/MBS priced in three tiers for each duration
SMS		Predominantly SMS	SMS priced in three tiers for each duration
Internet		Internet	MBs

Table 2: Industry average tariffs in shillings, December 2020.			
Destination	On net	Off net	Local SMS
Basic tariffs per minute	72	73	23
Disaggregated bundle tariff per minute, unit	8	10	3
Source: https://www.tcra.go.tz/statistic/2020%20 Quarterly%20Statistics%20Reports/december			

Table 3: Regulations for review		
No.	Regulation	Area to be addressed, reasons
1	Licensing	To address costing of wholesale services provided between licensees so they are reflected in basic bundle tariffs.
2	Accounts separation	To re-define 'business units' as they relate to the services – wholesale or retail.
		To redefine ' separate accounts'.
3	Tariffs	Clear formulae for disaggregating tariffs.
	Reason: Difficulties in costing different services provided under a single platform.	
4	Value Added Services (VAS)	To address the promotion of value added services.
5	Consumer Protection	
Reason: Regulation 9(3)(2) of VAS Regulations and 7(4)(c) of Consumer Regulations require licencees to include a breakdown of the total cost of any product or service that is the subject of any advertisement.		

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Consumers upbeat on new bundle conditions

The Tanzania Communications Regulatory Authority has received and processed 3,278 views and comments from stakeholders on how to improve the administration of telecommunications bundles, offers and promotions.

TCRA circulated a consultation document to stakeholders – including the general public and advocacy groups –which carried a questionnaire on how to improve the provision of service bundles.

The move follows complaints from consumers and other stakeholders on how telecommunication bundled services were structured and provided to end-users.

Another concern was the treatment of bundled services versus promotion and special offers by service providers.

The Authority identified issues that needed to be addressed to improve the consumer's experience, induce consumption of telecommunications services, improve assurance of revenue derived from the consumption, promote transparency in the billing, and ensure value for money for the services subscribed.

The public consultation was designed to receive comments from consumers and stakeholders on the adoption of a relevant framework for the treatment of bundling and related pricing (bundled tariffs) that are currently offered in the provision of telecommunications services. These could form the basis for the formulation of a regulatory framework for the provision of telecommunications services offered as bundles.

A telecommunications bundle means combined services such as voice minutes, data, and Short Message Services (SMS) sold as a single package. These bundles are offered in two ways namely: as a Pure Bundle that consumers can purchase only a bundle product or mixed bundle that offers a choice to consumers to purchase either an entire bundle at (usually) a discounted price or purchase separate services of the bundle.

The Tanzanian telecommunications market is competitive, meaning that several telecommunications providers provide downstream services in competition with other suppliers in the relevant markets. Bundling as a strategy is used by all service providers to generate more revenue, retaining or increasing market shares and improve customer experience. Bundles when offered at a discounted price, enhance consumer welfare by increase service usage.

Although the economic theory of bundling creates value to service providers, consumers and the economy in general, these gains are easily offset if bundles go practically unmonitored. In the context of competition law, bundling of services without control may cause deterioration of Quality of

Service, and incentivize anti-competitive behaviour which includes service offerings below the cost of production. This may have a detrimental effect on industry sustainability.

The key issues to be addressed under the proposed guidelines for bundles, promotion and special offers, hence the basis for this stakeholders engagement are as follows:-

a) Automatic renewals of one-time bundles.

b) Subscription without consumer consent, including lack of consent and retention of customer information

c) Lack of transparency on data consumption when using bundles.

d) Deteriorated Quality of Service including dropped calls and congestion in the network.

e) Concerns of over-changing of consumers prompted by rapid depletion of data bundles.

f) Misleading advertisement of services and unclear terms and conditions.

g) Bill shock due to automatic migration to pay-as-you-go tariff without consumer consent once units in a bundle deplete.

h) Consumer awareness on bundled products

i) Forfeiture of unutilized units after expiry of bundle duration

j) Lack of metrics for monitoring of bundles

k) Concerns of cross-subsidization by selling in-bundle data tariff below cost.

TCRA considered the above as issues of substance and which needed immediate regulatory intervention.

Issues under consultation included:

1. **Duration of promotion, offers and bundled services**

   The Authority intended to impose the shortest and longest time of bundles (duration) as well as minimum and maximum size of bundles (quantity of services units) linked to the validity of the bundles and set the minimum validity/expiry period of bundles.

   Respondents were asked to propose a range of the shortest and longest time for bundles and

their sizes and the longest duration and size.

2. **Billing issues related to over-charging, subscription to service that is not delivered, or abrupt depletion of bundle units**

   Overcharging is one of the frequently received complaints. There are instances when customers have complained about being charged and not being provided with the expected amount of service purchased or the subscribed bundle depleted abruptly and not related to the actual consumption made.

   Comments were sought on whether there should be a compensation scheme for consumers that have been verified to have been overcharged, the structure of any proposed scheme, how to verify charging and consumption of units in a bundle and mechanisms to address overcharging and unexpected depletion of bundles (especially data service).

3. **Subscription without consumer consent**

   To minimize incidents in which consumers are subscribed to services TCRA intends to impose uniformity and standards that services providers will have to adhere to when subscribing and unsubscribing consumers. Some operators use pop messages to communicate subscription or un-subscription information and at times, following automatic subscription of service the burden of unsubscribing is put on the consumer.

   Comments were sought on the structure for the exchange of information to guarantee transparency, ease of burden for consumers and retention of proof for a subscription. Respondents were asked to recommend the services that a consumer should continue to receive from a Service Provider if the subscribed bundle has finished and the consumer has not subscribed to additional services. These include emergency access, incoming voice calls, incoming SMS and any other services.

4. **Lack of uniformity in accessing bundled products**

   Consumers access services of different networks using different subscription numbers and methods. Although this introduces a dimension of differentiation of the product, it increasingly confuses consumers and raises switching costs when consumers consider moving from one

network to the other by either changing the SIM Card or using Mobile Number Portability services.

TCRA also sought views on whether there should be a uniform number to access information relating to bundle and other services that are similar across platforms and if there was a need to adopt a uniform name across all service providers for bundles that do not expire.

5. Metrics to be used to monitor bundled products

To ensure quality services are provided to consumers and accurately verified, TCRA proposes the establishment of metrics that will be the parameters to measure billing accuracy.

Consumers and other stakeholders were asked to propose measurement parameters and allowable/tolerable variances during verification of actual consumption vs. purchased/subscribed units, against which regulatory action could be taken.

6. Unclear and deceiving Terms and Conditions (misleading advertisement of services)

There are many complaints regarding unclear terms and conditions of promotion and special offers, and the fact that many subscribers do not fully understand the contents of their bundles is another concern.

Consumers were asked whether they fully read and understood the terms and conditions of a bundle before purchase and whether the terms were clear and provided all the information needed to make a rational decision.

They were asked to cite bundle, promotion and special offers terms and conditions that they considered to be unclear and confusing and which should be removed/revised immediately.

7. Number of bundles and options available to consumers

Currently, there is a total of about 754 bundles in the market offered by all service providers, the lowest number of bundles per operator is 24 bundles while the highest is 294 bundles classified into daily, weekly, monthly, 90 days or 180 days bundles. While this information

may conveniently be provided to users of smartphones by use of Graphic User Interface (GUI) on an Application, it is inconvenient when this message is presented in text format especially for consumers with featured mobile phones. There were four questions in this sub-category:

- Should there be a limit to the number of bundles that can be easily accessed, and explored by the user before deciding to subscribe?

- How many bundles do you propose per service provider?

- How long should a bundle stay in the market without being modified (adjust price or quantity of units in a bundle)?

- What is the best method of presenting bundle tariff and associated Terms and Conditions information to consumers?

8. Frequency of Promotions, special offers and bundling tariff changes

The Authority intends to specify the number of Promotions, special offers and bundles changes so that consumers are not confused and end up choosing what they did not intend.

TCRA sought the views of consumers and other stakeholders on the appropriate number of promotions and special offers in the market and the frequency of promotions and special offers in the market.

9. Knowledge on bundle consumption

Consumers were asked to share their views on the provision of notification at no charge for post-paid and pre-paid users to be based on percentage depletion or bundle units remaining. That is consumers be notified at intervals of 90% and 100% (percentage depletion) or that only informed of the remaining resources (voice, SMS, data) remaining but be notified at least two times before 100% usage so that they have enough time to make and act on their choice.

10. Expiry of bundles and Rollover of unused bundles

Rollover of data bundles after the expiry of bundle validity time (duration) is an area complained about by many. The Authority

proposes a rollover of unused data. Four questions were asked:

- What will be the impact of such a decision on the pricing and consumption of the telecommunication services?

- What are your views on having bundles that do not expire?

- What are your proposals, including Terms and Conditions for rolling over data?

- What are your proposals, including Terms and Conditions for transfer of data from one user to the other in the same network?

11. Provision of Fair Usage Policy to empower consumer to have necessary information to manage and monitor usage

As regards the provision of fair usage policy in respect of promotions, offers and bundles, what should be the Standard Fair Usage Policy that will be providers to consumers so that they remain empowered and able to make informed decisions.

Respondents were asked to propose standard fair usage concerning the use of bundles.

The majority of respondents recommended that:

1. The shortest time for bundles should be 24 hours.

2. The longest time for bundles should be 30 days.

3. There should be a compensation scheme for consumers that have been verified to have been overcharged.

4. The verification of charging and consumption of units in a bundle should be based on consumption records.

5. A service bundle should be discontinued upon depletion or expiry of the bundle.

6. A consumer whose subscribed bundle has finished and the consumer has not subscribed to additional services should continue to have access to emergency communication, incoming voice calls, incoming SMS and any other services.

7. There should be a uniform number to access information relating to bundles and other services that are similar across platforms.

8. A uniform name should be adopted across all service providers for bundles that do not expire.

9. The terms and conditions should be clear and should provide all information needed to make a rational decision

10. Terms and conditions should be simple and clear.

11. The quality of services should be improved.

12. There should be a limit to the number of bundles that can be easily accessed, and explored by the user before deciding to subscribe.

13. Each service provider should not offer more than five (5) bundles.

14. There should be no limit to the period in which the bundle stays in the market without being modified (adjust price or quantity of units in it).

15. Bundle tariffs and associated terms and condition information should be presented to consumers through SMS.

16. Regular notifications on consumption should be made through SMS and the subscriber should use the information as records of his usage.

17. The number of promotions and special offers in the market should be reduced.

18. The frequency of promotions and special offers in the market should depend on the respective service.

19. Notification should be provided two times at no charge on the depletion or bundle at two intervals of 90% and 100%.

20. There should non-expiry bundles.

21. Unused data bundles should be rolled over.

22. Unused data bundles should be transferred from one user to another in the same network.

Rules to protect consumers, sustain industry growth

The new rules on bundling are known as Tanzania Communications Regulatory Authority (Bundle Tariffs, Promotions, and Special Offers) Rules, 2021. They were formulated after TCRA received feedback from an open and extensive public consultation on bundle services.

Bundle services

A licensee shall not offer bundled services without the approval of the Authority.

The offered bundle services shall be categorized as follows: - (a) Less than 24 hours, (b) Daily,(c) Weekly, (d) Monthly, (e) More than a month and (f) Non-expiry bundles.

A licensee shall make available all information of the approved bundles in their website in English and Swahili and also published in widely circulated newspaper and electronic media.

Service providers shall ensure that bundle tariffs are in line with applicable price floor and prices caps as determined by the Authority.

At any time, service providers shall not have more than 50 bundles containing desired combinations of services (voice, data and/or SMS) in the market it serves with exception of international and roaming bundles.

Bundles introduced in the market shall not be withdrawn, modified or changed within a period of three months after approval.

Service providers shall use simple, clear and measurable terms and conditions of bundles, specifying all details including areas where such service is available, eligibility, download/upload speed for data.

Any change in approved bundles shall not affect existing subscribers who already purchased the referred bundle.

All licensee shall provide several choices of Non-expiring bundles accessed in the main menu, and adopt a common name to all licensees as "Non-expiring bundles" for easy of identification;

Mandatory usage notifications

A Licensee shall provide its customers with usage notifications (also known as spend management alerts) when bundles depletion reach 50 per cent, 80 per cent and 100 per cent for voice, SMS and data;

A Licensee shall allow its customers to track their data usage by downloading the Licensee's app on their smartphones.

A licensee shall introduce a mechanism that gives option to subscribers of bundled services to choose and accept to be charged out-of-bundle tariff once units in subscribed bundles are exhausted. The Opt-out mechanism shall be default, until subscriber opted-in to use Out of bundle tariff.

A licensee shall implement bundle roll-over option to allow subscribers to roll-over unused units in a bundle subject to purchase of the same bundle before expiry.

Service providers shall ensure that bundled services are cost based/cost oriented in such a way that when dis-aggregated, unit tariff for each service shall be above associated total cost of such service.

A licensee shall not operate more than three promotion and special offers concurrently on voice, SMS and data.

Promotions and special offers

Promotion and special offer shall (a) specify duration and have a minimum period of one month and maximum period that does not exceed three months; and (c) not be repeated before the lapse of three months.

A Licensee shall use simple and clear terms and conditions of promotion and special offers.

Tribute to John Pombe Joseph Magufuli

Vision for the digital economy in Tanzania
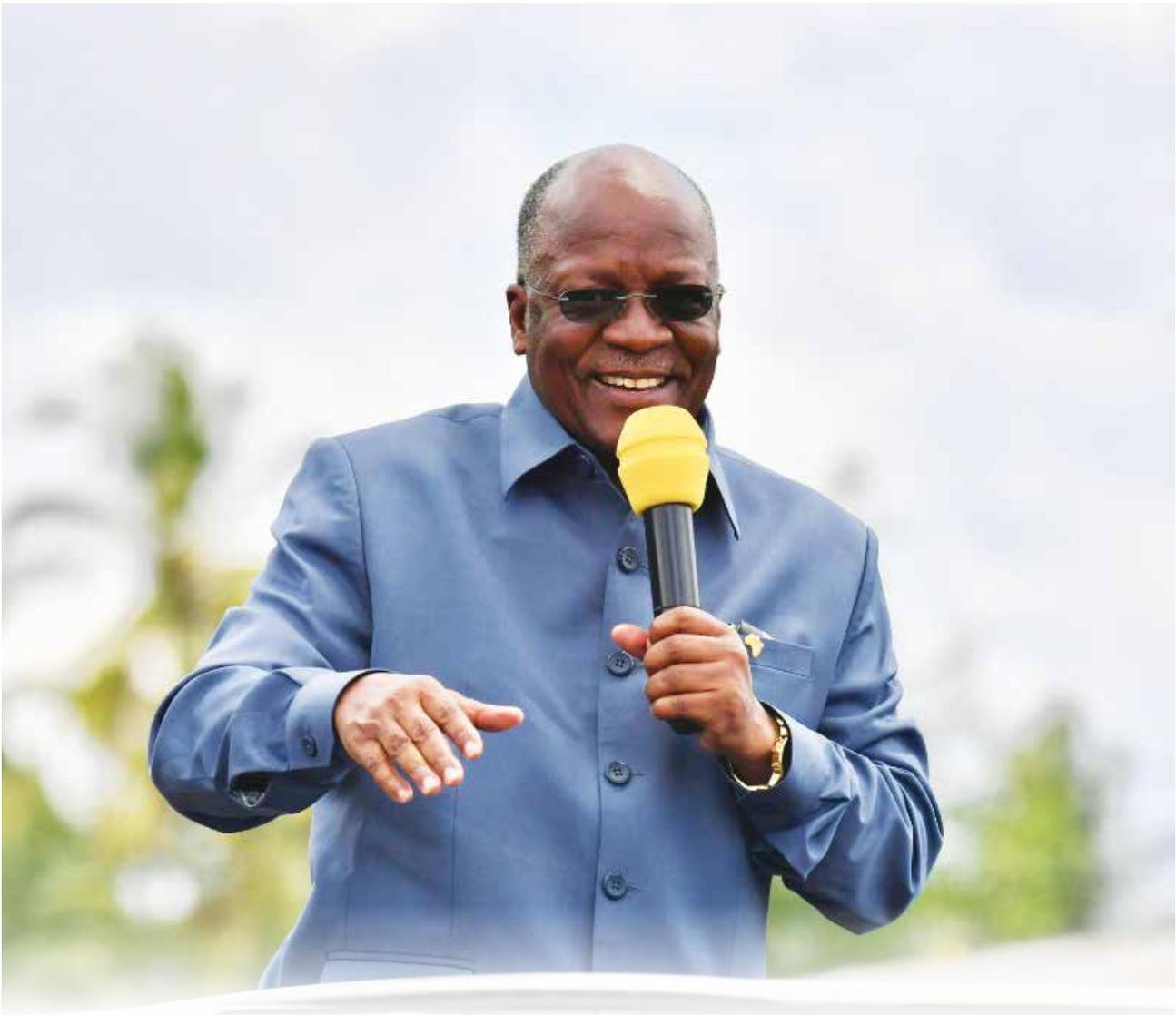
President Dr. John Pombe Joseph Magufuli, who passed away on 17 March 2021 was a visionary leader with a well-articulated agenda for the digital economy in Tanzania.

He wanted Tanzania to move with the current world's speed towards the ICT-led fourth Industrial Revolution.

He shared his dreams for a digital Tanzania in his inaugural speech to Parliament in Dodoma on 13 November 2020 and concretized it with the formation of a full-fledged ministry in charge of ICTs a few weeks later.

The President charged the new Ministry of Communications and Information Technology with the task of promoting research and innovation in ICTS and broadband penetration. He also announced plans to build one girls' science secondary school in every region to promote science and technological subjects among girls.

In the five years and four months of the leadership of the late President Magufuli, Tanzania witnessed an exponential growth of communications in terms of usage, accessibility to essential services, and an increase in the leverage of technology for the delivery of essential services.

Tribute to John Pombe Joseph Magufuli

Recent reports cite the expansion of mobile money use, online payments, internet subscription, and ICT infrastructure including the national ICT broadband backbone and submarine cables in eastern and southern African as an essential catalyst of the digital economy.

Others are the introduction of electronic governance modules in the country, a predictable regulatory framework, public-private partnerships in the communications sector, and the expansion of the national addressing and postcode system, a key facilitator of e-commerce.

Mobile phone subscriptions – in terms of active SIM cards in the market have increased by 24 per cent during President Magufuli's leadership; from 39,665,600 SIM cards in December 2015 to 52,396,380 in February 2021. Although the number does not represent actual mobile phone users – since even the current biometric registration arrangements allow someone to own multiple SIM cards – studies have shown a link between mobile penetration and economic growth.

More subscriptions push network growth which in turn reduces transaction costs across the economy. TCRA is currently addressing mobile phone and internet tariffs and action in this areas includes the introduction of new rules for service bundles from 2 April 2021.

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4. https://www.tcra.go.tz/statistic/2015%20Quarterly%20Statistics%20Reports/december

5. Leonard Waveman, Meloria Meschi, Melvyn Fuss. *The Impact of telecoms on Economic Growth in Developing Countries.* Accessible on: www.ictregulationtoolkit.org.

Table 1: Tanzania communications profile: 2015-2020					
2015	2016	2017	2018	2019	2020
Mobile money accounts					
17,939,349	18,080,622	21,889,618	23,367,826	25,864,318	32,268,630
Internet subscribers					
17,263,523	19,862,525	22,995,109	23,142,960	25,794,560	28,470,506
Radio stations					
106	148	156	158	183	193
Television stations					
31	31	33	36	43	50
Active decoders					
910,395	1,062,128	2,078,353	2,611,617	2,525,289	2,814,003
Source: https://www.tcra.go.tz/statistic/2015%20Quarterly%20Statistics%20Reports/december					

The Tanzania Communications Regulatory Authority leads in the use of technology in its operations. Ironically, TCRA is the custodian of old technologies used in the delivery of telecommunications, broadcasting, and postal services and houses the country's communications museum.

When the Ministers for Communications and Information Technology; Hon. Dr. Faustine Ndugulile and Information, Culture, Sports and Arts; Hon. Innocent Bashungwa separately visited Mawasiliano Towers, the Authority's head office in Dar es Salaam in December 2020 they had the opportunity to witness the pace at which technology has grown in the past few years. They were accompanied by their respective Deputy Ministers, Hon. Eng. Kundo Andrew Mathew and Hon. Abdallah Ulega respectively.

Above, left: Hon. Dr. Ndugulile being briefed on the mobile frequency monitoring and direction-finding equipment, and with members of the TCRA Board of Directors, Hon. Eng. Kundo Andrew Mathew and the Permanent Secretary in the Ministry, Dr. Zainab Chaula. (below).

Above: Hon. Bashungwa addressing the Authority's management and staff.

Left and inset: The ministers being briefed at the communications museum.

Africa's five years of digital transformation

Three recent reports on the state of communications in Africa project a major transformation for the content by 2025, with smartphones driving its great digital leap forward.

The International Telecommunication Union (ITU) – the UN specialized agency for ICT, and GSMA – the global group representing the interests of mobile industry players paint a rosy picture for Africa.

The 2020 *Internet Connectivity report* by GSMA says Tanzania is among five African telecommunications markets that will account for 51 per cent of new mobile services subscribers in the content by 2025.

Sub-Sahara Africa will have more than 130 million new subscribers by 2025, half of whom will come from Tanzania, Nigeria, Ethiopia, DRC and Kenya, it adds.

Nearly half a billion people will be using the mobile internet in Sub-Saharan Africa by 2025; a third will come from Nigeria and Ethiopia.

The report explains that increased smartphone adoption and the availability of affordable high-speed networks will lead to a four-fold increase in mobile data consumption.

By 2025, 62 percent of mobile phone users in the East African Community (EAC) region will be connected through smartphones – up from 37 percent in 2019 – due to increased adoption as a result of low-cost devices and smartphone financing schemes. There will be nearly 700 million smartphone connections by then, the report adds.

A related GSMA report, on mobile money, shows that Eastern Africa accounts for 53 percent of all registered mobile money accounts in Sub Sahara Africa, followed by West Africa (35%), Central (10%) and Southern Africa (2%).

It cites the lack of easily-verifiable identities as a major barrier to Africa's participation in the digital economy. "Sub-Saharan Africa is home to only a sixth of the world's population – but half the global population without an ID live in the region," it says.

ITU's report: Measuring Digital Development- facts and Figures notes that per capita active mobile telephone and broadband subscriptions and individual internet usage were still low in Africa compared with other regions.

Fig.1: Mobile telephone subscriptions per 100 inhabitants	
Group of countries	Figure
Developed	129
Developing	104
Least Developed	75

Fig.2: Active mobile broadband subscriptions per 100 inhabitants	
Group of countries	Figure
Developed	122
Developing	75
Least Developed	33

Fig.3: Percentage of individuals using the internet	
Group of countries	Figure
Developed	87
Developing	47
Least Developed	19

It says the ongoing promotion of 4G services by making compatible devices more readily affordable and providing digital content to raise the demand for and accessibility to enhanced connectivity services are key to the envisaged digital transformation.

The rollout of 5G networks is in trial phases in a few Sub Sahara Africa. The report projects that mobile 5G connections will approach 30 million by 2025.

 The report says that although ICT services are more affordable, barriers to internet uptake and participation in a digital society remain. These include low ICT skills, which are measured through an individual's recent performance of a particular activity requiring a certain level of skills.

Fig 4: Definitions – for proper context		
Category	United Nations definition	Notes
Developed countries	A country with high gross domestic product per capita; a high level of industrialization and domination of the growth and share of tertiary sectors.	High literacy rates, women empowerment, falling mortality rates, and good governance are also important social variables considered
Developing countries	Countries with economies that have a low GDP per capita and rely on agriculture as the main industry.	All the 166 developing countries are in Africa.
Least developed countries (LDCs)	Low-income countries with severe structural impediments to sustainable development. These countries are highly vulnerable to economic and environmental shocks.	Thirty six of the world's 46 least developed countrie are in Africa.

Reference (all links were accessed in March 2021)

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4. https://www.un.org/development/desa/dpad/wp-content/uploads/sites/45/publication/ldc_list.pdf
5. https://www.un.org/development/desa/dpad/least-developed-country-category.html

Tanzania for local Smart devices production

The Tanzania Communications Regulatory Authority has invited interests for the establishment and operation of a factory for assembling smartphones and other ICT devices under Public-Private Partnership (PPP) arrangements.

The project involves establishing a factory for assembling smartphones including mobile point of sales (mPOS) terminals, electronic fiscal device (EFD), and electricity or energy meters. The factory will have a production capacity of 130 units per hour (3,120 units per day). Plant capacity utilization shall start from 30% in year one and increase progressively to 70% in year three.

Smartphones are handheld electronic devices that provide connection to cellular networks allowing people to make phone calls, send text messages and access the internet.

The mPOS terminals are smartphones with some customized features/software which are widely used for government revenue collection and agency banking. Agency banking is a type of branchless banking that allows traditional banks to extend their network of branches and services in a cost-efficient manner through authorized agents. These terminals are fitted with two SIM cards that enable the processing of real-time transactions.

Electronic fiscal devices (EFD) are electronic devices that are used to issue receipts or tax invoices transactions made; thus enabling the Tanzania Revenue Authority (TRA) to verify all taxes collected by registered traders.

Prepaid energy meters enable power utilities to collect electricity bills from consumers before consumption just like mobile communications prepaid subscriptions. The energy-prepaid card connected to electricity meters is typically a smartphone with a few added features on software and hardware. The prepaid cards are linked to the power utility using mobile communication infrastructure as they are fitted with a Subscriber Identity Module (SIM) card. Once the prepaid card is out of balance, the consumer load is disconnected from the utility supply.

Tanzania for local Smart devices production

While mobile communication services supported by smartphones have become more and more affordable, device affordability remains a significant barrier to communication services particularly internet access.

Mobile network operators have invested significantly in rolling out of 3G and 4G networks such that mobile broadband penetration in Tanzania currently stands at 65% and 35% respectively, while smartphone penetration is still less than 25%. This low-level penetration limits mobile internet adoption.

To address barriers around the affordability of smartphones requires coordinated action between the government and the private sector is needed to remove barriers around smartphone affordability.

It is envisaged that the factory will facilitate the availability of affordable smartphones and hence contribute towards achieving universal communications, which is a key social and economic priority for Tanzania.

The demand for mobile phones was further assessed using a consumer survey carried out throughout Tanzania in August 2020. It was found that 90% of the respondents were willing to purchase locally manufactured mobile phones provided they were affordable, durable, and have after-sale services.

Users were willing to buy locally manufactured phones at prices ranging from TZS 250,000 to TZS 350,000.

Tanzania has the potential of becoming a hub of mobile phones and other electronic devices to the eight neighbouring countries and the Southern African region.

Optimizing smartphone use

Your smartphone is a valuable and versatile tool. Keeping it up to date with the latest operating system and security is an essential part of making sure it continues to delivers the best possible performance for you.

Updating the OS

Updating your smartphone's operating system when notified to do so helps to patch security gaps and improve your device's overall performance. However, there are steps to take beforehand to protect your device and any photos or other personal files that are stored in it.

Before you update your operating system

Before you start an OS update or upgrade, take a few steps to help avoid problems:

Charge your phone:

Avoid having your phone power down during an update by making sure the device has at least a 70-percent charge.

Back up your files:

OS upgrades and updates should not affect the data stored in your smartphone, but backing up files it is still a good idea, just to be safe.

Make sure your device is compatible with the OS upgrade: A new OS may not be designed for all older devices.

Delete apps you no longer use:

A new OS may need a significant amount of your device's memory. Clear out apps that are just taking up space.

Check your remaining bundle and the size of data required to update the OS:

Make sure you have sufficient data package for OS upgrades and/or updates. The absence of enough data package will deplete your bundle and the update/upgrade will not be successful.

After you update your operating system

Sometimes the new OS will have different pre-installed settings than the ones you have chosen, and will default to the new settings over your old ones. After you install the new OS, there are settings you should check to ensure your phone is not running functions or sharing data in ways you may not want.

Check your settings for Wi-Fi:

Most smartphones include a function that automatically switches to your data plan when Wi-Fi connectivity is weak. If left on, this may cause data usage when you do not expect it. Decide if you want that function switched on or off.

Check for automatic app updates, which is sometimes found under mobile data usage settings:

If you turn this function off, apps can only be updated using a Wi-Fi connection. This can help prevent excess data usage, particularly for apps that you do not use often.

Check the privacy settings for your device and network connections:

Make sure your location services, Bluetooth sharing, ad tracking and social media settings are set to the preferences you want.

Check for OS compatibility for your most important apps:

A new OS sometimes may be incompatible with one or more of your existing apps until a patch is issued. Make sure your device is compatible with the OS upgrade: A new OS may not be designed for all older devices. Check for upgrades for any apps that aren't functioning properly. Also, you may wish to contact your device manufacturer or service provider to share feedback on app compatibility. Look for contact information on your bill, on your device or online. Optimizing smartphone use

Consumer Help Centre

For more information on consumer issues, visit the TCRA Consumer Help Center at the first floor of Mawasiliano Towers, Sam Nujoma Road, Dar es Salaam.

TCRA consumer complaints handling framework

Among the duties of the Tanzania Communications Regulatory Authority, as stated in section 5(1) of the TCRA act of 2003 (reviewed in 2017) are the protection of the interests of consumers of regulated services and raising their awareness on their rights and obligations. The Authority's consumer affairs unit, established under section 43 (7) of the Act to manage consumer complaints answers some frequently asked questions

What is the first thing unsatisfied consumer of communication services should do in order to get his problem solved?

Consumers should first of all, contact the company agency or service provider whose services or products they are not happy or satisfied with. In event that the service provider does not satisfactorily solve the problem, she/he can proceed to file a written complaint with TCRA.

How can a subscriber/Consumers lodge a complaint?

A complaint to TCRA must be in writing. The complaint must fill in Complaint Forms in triplicate, which must of necessity be readable, clear and to the points(s). Every complaint should be addressed to TCRA as follows: Tanzania Communications Regulatory Authority (TCRA); Mawasiliano Towers, 20 Sam Nujoma Road; P.O Box 474, 14414 Dar es Salaam. Tel: +255 22 2199760 - 8; +255 22 2412011 – 2; +255 784558270 – 1. Email: dg@tcra.go.tz or malamiko@tcra.go.tz.

Complaints can also be submiited through TCRA Zanzibar and zonal offices.

What particulars of the complaint should be furnished along with the complaint?

The particulars in the complaint should include a complainant's full name and contact address, including, phone number, e-mail) . The subject of the complaint should be clearly stated. A brief explanation of the circumstances that led to the complaint, name of the service provider and their respective contact address. Evidence of previous communications with the respective service or goods provider should be attached.

Consumer Affairs

What happens when TCRA receives a consumer complaint?

The complaint is analyzed and investigated immediately. TCRA has an established and dedicated Consumer Affairs Unit (CCU) to handle complaints in communication sector. This unit reaches out to the service provider complained against with the aim of investigating the complaint. If the CCU is satisfied that the service provider breached terms of its contract with the consumer, or acted contrary to its licence and or the respective regulations, the Authority will take appropriate action.

Will the TCRA Consumer Affairs Unit get back to the consumer who lodged a complaint?

Yes. In the first instance the unit has the obligation of acknowledging receipt of the complaint and advising the consumer on the steps being taken. When investigations are concluded, feedback will be communicated to the complainant in writing.

Can an aggrieved consumer sue the service provider in a court of law over a breach of contract?

No. The TCRA Act and Electronic and Postal Communications (Consumer Protection) Regulations 2018 requires that all consumer complaints relating to communications goods and services be addressed through the TCRA. A complaints lodging mechanism has been established in which a consumer first complains to their service provider, then to TCRA. TCRA's mandate is to work out an amicable resolution of differences and disputes between services providers and consumers. The consumer affairs unit strives to resolve all complaints amicably, including facilitating mediation sessions between the parties.

What happens if matter is not resolved by the TCRA consumer affairs unit?

The unit advises dissatisfied consumers to appeal to Complaints Committee of the Authority which is a sort of administrative tribunal which conducts a hearing where both parties to the matter are invited – the consumer to present their case and the service provider their defence. A ruling is later issued.

A party which is not satisfied with the ruling can appeal to the Fair Competition Tribunal (FCT) whose decision is final.

What are the conditions for complaints lodging?

Only bona fide consumers can complain. Complaints should not be frivolous (without serious purpose or value) or vexatious (not intended to annoy or irritate).

Does a consumer pay for the services at the consumer affairs unit and committee?

No! Complaints are handled free of charge. Consumers should take advantage of the TCRA complaints handling mechanism so that they can be assisted to get their rights.

TCRA Zanzibar and zonal offices

Zanzibar Office

No. 19 Mbuyukisutu,
P.O Box 3281: 71194
Tel: 255 24 2235062,
Email: zanzibar@tcra.go.tz

Northern Zone

PSSPF Plaza, 6th floor
Old Moshi Road,
P.O Box 23194, Arusha.
Tel: +255 272970286
Email: arusha@tcra.go.tz

Central Zone

LAPF Plaza, 4th floor
No. 2 LAPF Street
P.O 2229, Dodoma.
Tel: +255 262321731
Email: dodoma@tcra.go.tz

Southern Highlands Zone

NHIF Building, 5th floor,
No. 7 Karume Road,
P.O Box 1375, Mbeya.
Tel: +255 25 250 5016
Email: mbeya@tcra.go.tz

Lake Zone

NSSF Mafao building, 4th floor, wing B,
No. 13 Jomo Kenyatta Avenue
P.O Box 3108, Mwanza.
Tel: +255 (0)28 2505082,
Email: mwanza@tcra.go.tz

Eastern Zone

No. 147 Kajenge Road,
P.O Box 35615,Dar es Salaam.
Tel +255 22 2775110
Email: easternzone@tcra.go.tz

Hii ni sehemu ya Kiswahili ya jarida la The Regulator, linalotolewa mara nne kwa mwaka na Mamlaka ya Mawasiliano Tanzania (TCRA), taasisi ya serikali inayosimamia mawasiliano ya kielektroniki na posta nchini. Jarida hili ni sehemu ya utekelezaji wa majukumu ya Mamlaka.

Anwani ya ofisi za uhariri: Jengo la Mawasiliano, Na. 20 Barabara ya Sam Nujoma, S.L.P 474, Postikodi 14414 Dar es Salaam. Simu: +255 784558270, +255 784558271.

Barua pepe: regulator.magazine@tcra.go.tz.

Nakala za nyuma zinapatikana kwenye tovuti ya TCRA: www.tcra.go.tz. Nenda 'Publications'; shuka hadi 'The Regulator', kisha chagua toleo unalotaka.

Mhariri anakaribisha makala na picha kuhusu masuala mbalimbali ya sekta ya mawasiliano. Makala zisizidi kurasa nne (4) za ukubwa wa A4, zikiwa kwenye maandishi ya Times New Roman, fonti 12 na ziwe na uasili. Picha ziwasilishwe kwa mfumo wa JPEG.

Yaliyomo

Barua ya Mhariri

Mamlaka ya Mawasiliano Tanzania imeandaa na kutoa Kanuni Ndogo za Vifurushi vya Mawasiliano, Promosheni na Ofa Maalum ili kuondoa kero kwa watumiaji na kuleta ufanisi na uwazi katika utoaji wa huduma.

Hatua hii imekuja baada ya TCRA kupokea na kufanyia kazi malalamiko ya watumiaji kuhusiana na vifurushi na imefutia mashauriano na wadau yaliyifanyika mapema mwaka huu ambamo maoni zaidi ya 3,200 kuhusu vipengele mbalimbali vya huduma za vifurushi yalipokelewa.

Toleo hili limefuatilia kwa undani mchakato wote katika kuandaa Kanuni hizi, ambazo zitanza kutumika tarehe 2 Aprili 2021.

Upande wa Kiingereza una makala kuhusu mpango mkakati mpya wa miaka mitano ((2021/22 hadi 2025/26) wa Wizara ya Mawasiliano na Teknolojia ya Habari. Wizara hii iliundwa Desemba 2020. Kabla ya hapo ilikuwa sehemu ya Wizara ya Ujenzi,Uchukuzi na Mawasiliano.

Vilevile kuna taarifa tatu ambazo zinachambua utoaji wa huduma za intaneti na malipo ya kidijitali Afrika na kutabiri mabadiliko makubwa katika maeneo haya ifikapo 2025.

Takwimu za mawasiliano zinaonyesha kwamba ingawaje sekta ya TEHAMA imepiga hatua kubwa ndani ya miaka sita iliyopita - kati ya 2015 na 2020 - huduma za posta zimeshuka kwa kiasi kikubwa. Kwa mfano, vitu vilivyosafirishwa kupitia Posta ya taifa mwaka 2020 vilikuwa 5,140,440 kulinganisha na 31,259,171 mwaka 2015.

Siku 100 za tija, uwajibikaji, ubunifu

Makala hii inaorodhesha mafanikio ya Mamlaka ya Mawasiliano Tanzania katika kutekeleza kazi zake ndani ya siku mia moja (100) za Serikali kipindi cha pili cha Uongozi wa Awamu ya Tano.

Utangulizi

Sekta ya mawasiliano nchini; ambayo inajumuisha simu, intaneti, utangazaji wa redio na televisheni na huduma za Posta na usafirishaji wa vifurushi imepiga hatua kubwa katika kuboresha maisha ya Watanzania kwa kuwezesha utoaji wa huduma mbalimbali kwa ufanisi.

Siku 100 za kwanza za kipindi cha pili cha Serikali ya awamu ya Tano ya uongozi wa Jamhuri ya Muungano wa Tanzania zimeshuhudia kuendelea na hatua mbalimbali za utekelezaji wa mradi wa kuunganisha simu za viganjani na kusaini mkataba na watoa huduma za mawasiliano kuhusu kuwekeza katika ubora wa huduma za mawasiliano ya simu ndani ya miezi mitatu.

Mengine yaliyofanywa na TCRA ni kutoa leseni za matumizi ya masafa kwa utangazaji wa redio maeneo ya mipakani na yasiyo na mvuto kibiashara na kukamilika kwa kanuni ndogo za TCRA za mwaka 2021 kuhusu gharama za tozo za vifurushi, utangazaji wa huduma na ofa maalum ambazo zitaanza tarehe 2 Aprili 2021.

Watoa huduma waagizwa kuwekeza zaidi kwenye ubora

TCRA inasimamia ubora wa huduma za mawasiliano nchini. Baada ya kupima ubora wa huduma za mawasiliano ya simu za mkononi zilizotolewa na kampuni sita zinazotoa huduma za simu za mkononi nchini na kugundua upungufu, Mamlaka ilichukua hatua za kiusimamizi na kuzitoza faini kampuni hizo.

Watoa huduma hao ni Airtel Tanzania, Zanzibar Telecoms (inayotoa huduma kama Zantel), Viettel Tanzania (Halotel) MIC Tanzania (Tigo) na Vodacom Tanzania. Kazi hiyo ilifanyika mikoa ya Dar es Salaam, Morogoro, Singida, Kilimanjaro, Mbeya, Unguja, Tanga na Simiyu.

Upimaji wa ubora uliangalia vipengele vya upatikanaji wa mtandao (network availability), kiwango cha simu zilizoshindikana kuunganishwa (call connection failure rate), kiwango cha simu zilizokatika (call drop rate), muda wa kuunganisha simu iliyopigwa (call setup time na wigo wa upatikanaji wa huduma *(service area coverage)*.

Vingine ni kiwango cha simu zilizofanikiwa kuunganishwa (call success rate), kiwango cha uwezo wa kupokezana mawasiliano (handover success rate), wastani wa muda unaotumika katika kupakia na kupakua data (ping round trip time mean), uwiano wa muunganisho data (attach failure ratio), muda wa muunganisho data (attach setup time) na upatikanaji wa huduma za ujumbe mfupi (sms service accessibility).

Matokeo ya upimaji huo yalibainisha kwamba watoa huduma wote walishindwa kufikia baadhi ya vigezo vya viwango vya Ubora wa Huduma vilivyoainishwa katika Kanuni za Ubora wa Huduma za mwaka 2018.

Kwa mujibu wa kanuni ya 20 ya Kanuni hizo, mtoa muduma anayeshindwa kufikia vigezo vya Ubora wa Huduma anawajibika kulipa faini kama ilivyoanishwa kwenye Kanuni hizo.

Watoa huduma hao walijieleza TCRA tarehe 11 na 13 Januari mwaka huu lakini pamoja na utetezi wao ilionekana kwamba wamekiuka Kanuni za Ubora wa Huduma na hivyo kutozwa faini.

TCRA ilielekeza kila mtoa huduma kutumia kiasi cha faini aliyopaswa kulipa kuwekeza katika kuimarisha ubora wa huduma za mawasiliano katika mitandao yao ndani ya siku tisini (90).

Kama sehemu ya utekelezaji wa maelekezo haya, TCRA ilisaini mkataba na watoa huduma ambapo jumla ya shilingi 38,129,320,840.50 (bilioni thelathini na nane, milioni mia moja ishirini na tisa, laki tatu na elfu ishirini, mia nane na arobaini na senti hamsini zitatumiwa na watoa huduma kuwekeza

kwenye kuboresha miundombinu ya mawasiliano ili iweze kutoa huduma zenye ubora unaokidhi viwango kwa mujibu wa sheria na Kanuni. Fedha ambazo kila mtoa huduma atawekeza katika kuboresha ubora wa huduma ni kama inavyoonekana kwenye Jedwali

Jedwali 1: Mgawanyo wa faini zilizoelekezwa kwenye kuimarisha ubora wa huduma za mawasiliano kufuatia maelekezo ya TCRA

Na.	Mtoa Huduma	Kiasi (Tshs)
1	Airtel Tanzania Plc	11,519,775,721.58
2	MIC Tanzania Plc	13,032,049,305.32
3	Viettel Tanzania Plc	3,409,107,801.61
4	Vodacom Tanzania Plc	7,810,714,298.68
5	Zanzibar Telecom Plc	1,021,407,142.89
6	TTCL Corporation	1,336,266,570.42
Jumla ya faini kwa wote		1,336,266,570.42

Aidha, kila mtoa huduma alielekezwa kuendelea kuchukua hatua za makusudi kuboresha huduma ili kukidhi viwango vya ubora kwa mujibu wa Kanuni ya za Mawasiliano ya Kielekroniki na Posta (Ubora wa Huduma), 2018.

Mbia mradi wa kuunganisha simu za kiganjani

TCRA inaratibu maandalizi ya kuanzisha kiwanda cha kuunganisha simu za kiganjani utakaotekelezwa kwa utaratibu wa ubia baina ya Serikali na Sekta binafsi (Public Private Partnership-PPP). TCRA ilifanikiwa kutangaza Mradi huu tarehe 19 Januari 2021 kwa lengo la kupata kampuni zenye uzoefu na uwezo ambayo yatashindanishwa kupata moja itakayotekeleza mradi huu.

Hatua ya kutangaza Mradi ilifikiwa baada ya TCRA kupata idhini ya Wizara ya Mawasiliano na Teknolojia ya Habari. Awali TCRA ilikamilisha kuandaa taarifa ya Upembuzi Yakinifu wa mradi ambayo iliidhinishwa na Wizara ya Fedha na Mipango tarehe 17 Desemba 2020.

Uwepo wa kiwanda cha kuunganisha simu za viganjani nchini utasaidia upatikanaji wa simu zenye uwezo mkubwa (simu janja) kwa bei nafuu na hivyo

kuwezesha wananchi wengi zaidi kumiliki simu za aina hiyo. Hii itasaidia kuchochea uchumi wa kidigitali pamoja na kuchochea ukuaji wa matumizi ya huduma za mawasiliano nchini. (Maelezo ya mradi huu yanapatikana sehemu ya Kiingereza ya jarida hili ukurasa 23 – Mhariri).

Kanuni ndogo za vifurushi vya mawasiliano

TCRA iliendelea na utekelezaji wa kushughulikia changamoto katika vifurushi vya huduma za mawasiliano ya simu za sauti, ujumbe mfupi (SMS) na data. Ili kuhakikisha kuwepo kwa ufanisi na kuwezesha upatikanaji wa huduma bora kulingana na thamani ya pesa kwa malipo yaliyofanywa na wanaojiunga na vifurushi husika, TCRA ilianzisha mashauriano ya umma kwa kukaribisha maoni kutoka kwa watumiaji na wadau kuhusu mfumo muafaka wa kusimamia vifurushi vya huduma za mawasiliano ya simu na gharama zinazoambatana nazo (gharama na tozo za vifurushi).

Mashauriano yalilenga kuboresha mfumo wa usimamizi wa utoaji wa huduma za mawasiliano ya simu kwa utaratibu wa vifurushi.

TCRA ilipokea na kuchakata maoni kutoka kwa watumiaji wa huduma; vikundi vya kutetea watumiaji; na watoa huduma za mawasiliano ya simu.

Maoni haya yameonesha mtazamo wa wadau kwa vifurushi vya huduma na bidhaa na yamezingatiwa wakati wa kuweka utaratibu wa kina wa kiusimamizi na ufuatiliaji.

Aidha, mrejesho wa mashauriano hayo umezingatiwa katika kuandaa Kanuni Ndogo zitakazotumika kusimamia huduma za simu kupitia vifurushi. Kimsingi malalamiko katika eneo hili yanategemewa kupungua kufuatia matumizi ya Kanuni ndogo hizi ambazo zimeweka wazi utaratibu wa kusimamia gharama na tozo za vifurushi vya mawasiliano, utangazaji wa huduma na ofa maalum. (Masuala muhimu ya vifurushi yaliyojitokeza katika mashauriano haya na kanuni zenyewe vimeelezwa kwa urefu ukurasa wa 29 hadi 37 – Mhariri).

Utoaji leseni za masafa ya utangazaji maeneo ya mipakani

Katika kipindi cha siku 100, TCRA imetoa leseni tisa (9) za matumizi ya masafa ya kutangazia kwenye maeneo yaliyo karibu na mipakani. Maeneo hayo ni Liwale, Ileje, Ngara, Nachingwea, Tunduru, Rombo, Same, Masasi, na Kibondo.

Leseni hizi zitawezesha wananchi wengi waishio maeneo hayo kusikiliza redio za Tanzania badala ya kulazimika kusikiliza redio zilizopo nchi jirani kutokana na kutokuwepo redio maeneo yao. Vile vile leseni hizi zitasaidia kupekeka huduma katika maeneo ambayo yalikuwa hayapati matangazo ya redio.

Hitimisho

Mamlaka ya Mawasiliano Tanzania imejizatiti kuhakikisha kwamba inafikia malengo yaliyoko kwenye Dira ya Maendeleo ya Taifa na kwenye Ilani ya Uchaguzi ya Chama Cha Mapinduzi ya 2020-2025.

TCRA itaendelea kuimarisha usimamizi, kuhimiza watoa huduma kufikia Watanzania wengi zaidi na kujiandaa kupokea teknolojia mpya za mawasiliano.

Waziri wa Mawasiliano na Teknolojia ya Habari, Mhe. Dkt. Faustine Ndugulile akipewa maelezo kuhusu mfumo wa kufuatilia maudhui ya utangazaji wakati alipotembelea TCRA Desemba 2020. Alifuatana na Naibu Waziri, Mhe. Mhandisi Kundo Andrew Mathew na Katibu Mkuu wa wizara hiyo, Dr. Zainab Chaula.

Kanuni kutatua kero za vifurushi

Mhandisi James Kilaba, Mkurugenzi Mkuu wa Mamlaka ya Mawasiliano Tanzania,

Mamlaka ya Mawasiliano Tanzania (TCRA), kama Mdhibiti wa sekta ya Mawasiliano ya Kieletroniki na Posta nchini, pamoja na mambo mengine, ina majukumu ya kusimamia gharama na tozo katika huduma za mawasiliano zinazotolewa na watoa huduma.

Katika kutekeleza majukumu yake TCRA inachukua hatua mbalimbali kuhakikisha kwamba mahitaji ya wadau wa pande zote (Serikali, watoa huduma na watumiaji wa huduma) yanafikiwa kupitia huduma husika.

Kwa mfano, TCRA imekuwa ikichukua hatua mbalimbali ikihusisha watoa huduma ili kushusha bei ya simu za kawaida (basic tariffs), ambazo ni bei za nje ya vifurushi.

Hii ni baada ya kuona kuwa jitihada za kushusha bei za muingiliano (interconnection charges) zilizokokotolewa na kuanza kutumika mwaka 2018 hazikuakisiwa kwenye bei za nje ya vifurushi.

Kwa kulinganisha mwaka 2018 na Feb 2021, wastani wa bei za kupiga simu ndani ya mtandao pasipo kujiunga na kifurushi zimeshuka kutoka TZS. 290.27 kwa dakika hadi TZS. 70.81 kwa dakika, sawa na punguzo la asilimia 76. Bei za kupiga simu kutoka mtandao mmoja kwenda mtandao mwingine bila kujiunga na kifurushi nazo zimeshuka kwa wastani kutoka TZS. 387.55 kwa dakika hadi TZS. 71.99 kwa dakika, sawa na punguzo la asilimia 81. Bei za kutuma ujumbe mfupi (SMS) zimeshuka kutoka TZS. 64.12 hadi TZS. 22.23 kwa SMS, sawa na punguzo la asilimia 65.

Wastani wa bei za data kwa Mb moja bila kujiunga na kifurushi zimeshuka kutoka TZS. 104.86 kwa Mb moja mpaka TZS. 24.16 kwa Mb sawa na punguzo la asilimia 77.

Madhumuni makubwa ya juhudi hizi yalikuwa ni kupunguza tofauti kubwa iliyokuwepo kati ya bei za vifurushi na zile za kutumia huduma bila kujiunga na vifurushi.

Pamoja na jitihada hizi, bado TCRA iliendelea kufuatilia kwa ukaribu suala la vifurushi, kutokana na ukweli kwamba asilimia zaidi ya 90 ya watumiaji wa huduma za mawasiliano wanatumia vifurushi.

Pia kulikuwa na malalamiko mengi juu ya vifurushi, hasa kwenye matumizi ya data, ikiwemo kutumika kwa salio kuu pale kifurushi kinapofikia ukomo wa matumizi.

Mwezi Novemba 2018, TCRA ilitoa maelekezo kwa watoa huduma kuwa:-

1. Simu zote za sauti kwenye vifurushi ziwe zinahesabiwa au kulipiwa kwa sekunde zilizotumika; na kiwango cha chini cha hesabu kiwe ni sekunde.

2. Huduma za data kwenye vifurushi zihesabiwe kwa kiwango cha kilobaiti 10; na kiwango kidogo cha kutozwa kwa data pia kiwe ni kilobaiti 10.

3. Watoa huduma waweke utaratibu unaomuwezesha mteja anayejiunga na huduma za vifurushi kuchagua na kukubali kutozwa gharama zisizokuwa kwenye vifurushi mara muda wa kifurushi alichojiunga nacho au uniti za kifurushi husika kumalizika; na endapo mteja hatachagua, basi asikatwe kwenye salio lake.

4. Makadirio na kiwango cha chini cha uniti zinazoweza kutozwa/kulipiwa kifahamike na kupatikana kwa wateja ili waweze kufanya maamuzi sahihi.

   Pamoja na maelekezo hayo, TCRA ilijiridhisha juu ya umuhimu wa kutengeneza utaratibu ambao kwa kiwango kikubwa utatatua kero za vifurushi.

   Katika kutengeneza utaratibu huo, tarehe 5 Februari, 2021, TCRA ilitoa matangazo ya kukaribisha maoni ya wadau wote kuhusu huduma ya vifurushi vinavyouzwa na watoa huduma ili kuhakikisha kuwepo kwa ufanisi na kuwezesha upatikanaji wa huduma bora kulingana na thamani ya malipo yaliyofanywa na wanaojiunga na vifurushi husika.

   Kama itakavyokumbukwa, kimsingi mashauriano haya yalilenga kupata majibu katika maeneo 10 yafuatayo:-

   i. Kuunganishwa moja kwa moja kifurushi (auto renewal) mara baada ya kifurushi alicholipia Mteja kufikia ukomo wa muda wa matumizi au kinapoisha;

   ii. Kuunganisha watumiaji kwenye vifurushi bila ridhaa yao, ikiwa ni pamoja na kutokuwepo kwa ridhaa ya kutumia taarifa za mtumiaji;

   iii. Kutokuwepo uwazi katika makato ya huduma ya data wakati wa kutumia vifurushi;

   iv. Malalamiko ya watumiaji juu ya kumalizika kwa kasi kwa vifurushi vya data;

   v. Matangazo ya huduma yanayopotosha na vigezo na masharti visivyo bayana;

   vi. Watumiaji kujikuta wanatozwa gharama kubwa mara tu kifurushi kinapoisha kutokana na kukatwa, bila ridhaa yao, salio lao lililolipiwa kabla ya huduma;

   vii. Uelewa wa watumiaji kuhusu huduma na bidhaa kwenye vifurushi;

   viii. Watumiaji kupoteza muda wa maongezi, idadi ya meseji (SMS) au data ambazo walikuwa hawajazitumia baada ya kumalizika/ukomo wa muda wa kifurushi;

   ix. Mashaka kwamba gharama za baadhi ya huduma zinafidiwa kwa kuuza data kwa vifurushi chini ya gharama halisi; na

   x. Kuwa na kanuni ndogo zinazohusu huduma ya vifurushi na kuzitofautisha na promosheni na ofa maalum.

Jumla ya maoni 3,278 yalipokelewa kutoka kwa wadau mbalimbali ikijumuisha watumiaji, watoa huduma na Wizara ya Mawasiliano na Teknolojia ya Habari.

TCRA inawashukuru sana wote waliotoa maoni na ushauri kwa lengo la kuboresha huduma hizi za vifurushi hapa Tanzania.

Kwa kuzingatia maoni na ushauri wa wadau hao, TCRA imeweza kuandaa Kanuni ndogo ambazo zitawezesha kutatua kero za watumiaji wa huduma na kuongeza ustawi wa Sekta ya mawasiliano.

Utekelezaji wa hizi kanuni ndogo utaanza rasmi tarehe 02 Aprili, 2021 na tunaamini utaendelea kujibu mambo mengi yanayolalamikiwa na watumiaji kwa sasa.

Baadhi ya mambo yaliyomo katika Kanuni ndogo hizo yameainishwa katika toleo hili.

Mashauriano vifurushi yaleta mrejesho chanya

Mamlaka ya Mawasiliano Tanzania imepokea na kuchakata maoni na mapendekezo 3,278 njia za kuboresha utoaji wa huduma za vifurushi vya mawasiliano.

Mapema mwaka huu TCRA ilisambaza waraka wa mashauriano na wadau kuhusu vifurushi na kukaribisha maoni na mapendekezo.

Hatua hii ilifuatia kuwepo kwa malalamiko mengi kutoka kwa watumiaji na wadau wengine kuhusu namna vifurushi vya huduma za mawasiliano vinavyopangwa na kutolewa kwa watumiaji. Malalamiko pia yalihusu namna huduma za vifurushi zinavyopangwa na kuwekwa kwenye matangazo ya huduma na ofa maalum kutoka kwa watoa huduma.

Mamlaka ilitambua masuala ambayo yanatakiwa kushughulikiwa ili kuboresha muitikio wa watumiaji, kushawishi matumizi ya huduma za mawasiliano ya simu, kuongeza uhakiki wa mapato kutokana na matumizi, kuhimiza uwazi katika kutoza gharama za matumizi na kuhakikisha ufanisi na kuwezesha upatikanaji wa huduma bora kulingana na malipo yaliyofanywa na aliyejiunga na vifurushi husika.

TCRA ilianzisha mashauriano ya umma ili kupata maoni kutoka kwa watumiaji na wadau kuhusu kuwepo kwa mfumo muafaka wa kusimamia uwekaji wa vifurushi vya huduma za mawasiliano ya simu zinavyotolewa hivi sasa na gharama zinazoambatana navyo (gharama na tozo za vifurushi).

Mashauriano haya yalilenga kuanzisha mfumo wa usimamizi kwa utoaji wa huduma za mawasiliano ya simu kwa utaratibu wa vifurushi.

Kifurushi cha huduma za mawasiliano ya simu kinaamanisha mchanganyiko wa huduma kama vile muda wa maongezi kwa dakika, data, ujumbe mfupi (SMS) ambavyo vinauzwa kama kitu kimoja. Vifurushi hivi vinatolewa kwa njia mbili, ambazo ni: kama kifurushi kamili ambacho watumiaji wanaweza kununua tu kama huduma ya kifurushi husika au kifurushi mseto ambavhio kinatoa fursa kwa watumiaji kununua ama kifurushi chote kwa (kawaida) bei pungufu au kununua huduma tofauti za kifurushi hicho.

Soko la mawasiliano ya simu Tanzania lina ushindani, ikimaanisha kwamba watoa huduma za mawasiliano ya simu kadhaa wanatoa huduma kwa kushindana na watoa huduma wengine katika eneo husika la matumizi. Upangaji na utoaji wa vifurushi kama mkakati vinatumiwa na watoa huduma wote kuongeza mapato, kubakiza na kuongeza watumiaji wa huduma na kuridhisha watumiaji wao. Vifurushi vikitolewa kwa bei pungufu vinaongeza ustawi wa watumiaji kwa kuongeza matumizi yao ya huduma.

Ingawaje nadharia ya kiuchumi ya kupanga na kutoa vifurushi inaongeza thamani kwa watoa huduma, watumiaji na uchumi kwa ujumla, ni rahisi kwa mafanikio haya kutoweka iwapo vifurushi hivi vinatolewa bila kuvifuatilia kabisa. Katika muktadha wa sheria ya ushindani, upangaji na utoaji wa vifurushi bila usimamizi unaweza kushusha ubora wa huduma na pia kushawishi na kuchochea mwenendo unaopingana na ushindani ikiwa ni pamoja na utoaji wa huduma chini ya gharama za uzalishaji. Hii inaweza kuleta madhara kwa maendeleo ya sekta.

Masuala muhimu yaliyotakiwa kushughulikiwa katika mapendekezo ya mwongozo wa vifurushi, utangazaji wa huduma na ofa maalum; na kwa maana hiyo msingi wa masuahuriano kwa wadau yalikuwa :-

a) Kuunganisha upya moja kwa moja vifurushi vilivyolipiwa kwa matumizi ya mara moja mara tu vinapoisha.

b) Kuunganisha watumiaji kwenye vifurushi bila ridhaa yao, ikiwa ni pamoja na kutokuwepo kwa ridhaa ya kutumia taarifa za mtumiaji.

c) Kutokuwepo uwazi katika matumizi ya data wakati wa kutumia vifurushi.

d) Kupungua ubora wa huduma ikiwa ni pamoja na kukatika kwa simu katikati ya mazungumzo na msongamano katika mtandao.

e) Malalamiko ya watumiaji kuhusu kutozwa kuliko viwango vilivyowekwa, kutokana na kupungua kwa kasi kwa vifurushi vya data.

f) Matangazo ya huduma yanayopotosha na vigezo na masharti visivyoeleweka.

g) Mshangao wa watumiaji kujikuta wanatozwa gharama kubwa kutokana na kukatwa kwa salio lao lililolipiwa kabla ya huduma bila ridhaa yao mara tu kifurushi kinapoisha.

h) Uelewa wa watumiaji kuhusu huduma na bidhaa kwenye vifurushi.

i) Watumiaji kujikuta wakipoteza uniti (units) ambazo watakuwa hawajazitumia baada ya kumalizika kwa muda wa kifurushi.

j) Mashaka kwamba gharama za baadhi ya huduma zinafidiwa kwa kuuza data kwa vifurushi chini ya gharama halisi.

TCRA ilitambua kwamba masuala haya ni ya msingi na yalihitaji hatua za haraka za udhibiti. Masuala ya mashauriano yalihusu:

1. **Muda wa kutangaza huduma, ofa na huduma za vifurushi:**

Hili lilitokna na lengo ;a Mamlaka kuweka muda wa chini na wa juu kabisa na ukubwa wa chini na wa juu kabisa wa vifurushi (idadi ya uniti za huduma) vikiwa vimeunganishwa na vipindi vya matumizi na kuweka muda wa chini kabisa wa vifurushi kutumika/kumalizika muda.

Maoni yalitakiwa kuhusu muda wa chini na wa juu kabisa wa matumizi ya kifurushi na ukubwa wa chini na wa juu kabisa wa kifurushi.

2. **Masuala ya gharama na tozo zinazohusu kutozwa zaidi, kuunganishwa kwenye huduma ambayo haitolewi au kumalizika kwa ghafla kwa uniti za vifurushi:**

Kutozwa zaidi ni mojawapo ya malalamiko yanayopokelewa mara nyingi. Kuna wakati watumiaji wamelalamikia kutozwa bila kupatiwa

kiasi cha huduma walizonunua au vifurushi walivyojiunga navyo kumalizika ghafla na bila kutokana na matumizi halisi.

Maoni yalikusanjwa kuhusu utaratibu wa kuwafidia watumiaji ambao wamethibitishwa kwamba wametozwa zaidi.

3. **Kuunganishwa bila ridhaa ya mtumiaji:**

Ili kupunguza matukio ambamo watumiaji wanaunganishwa kwenye huduma TCRA inatarajia kuweka usawa na viwango ambavyo watoa huduma watatakiwa kuzingatia wanapowaunganisha au kuwaondoa watumiaji kwenye huduma. Baadhi ya watoa huduma wanatumia ujumbe unaojitokeza kwenye simu za watumiaji kuwasilisha taarifa za kuunganishwa au kuwaondoa watumiaji kwenye huduma na wakati mwingine kufuatia ujumbe huo mtumiaji moja kwa moja anabebeshwa mzigo wa kujiondoa yeye mwenyewe kutoka kwenye huduma husika.

Maoni yalikusanywa kuhusu mfumo wa kuwezesha kufikisha ujumbe kwa njia itakayohakikisha uwazi, kuondoa mzigo kwa watumiaji na kuhifadhi ushahidi wa kujiunga.

4. **Kutokuwepo usawa katika kupata huduma kwenye vifurushi:**

Watumiaji wanapata huduma za mitandao tofauti kwa kutumia namba tofauti na njia za kujiunga na huduma. Ingawaje hali hii inawezesha kutofautisha huduma, kwa kiasi

fulani kinamchanganya mtumiaji na kuongeza gharama wakati watumiaji watakapotaka kuhama kutoka mtandao mmoja kwenda mwingine ama kwa kubadilisha laini ya simu au kutumia Huduma za Kuhamia Mtandao Mwingine na kubaki na namba zao, yaani Mobile Number Portability.

TCRA ilitaka maoni kuhusu kuwepo kwa namba moja itakayotumiwa na wote kupata taarifa kuhusu vifurushi na huduma nyingine ambazo zinafanana kwa mitandao yote.

5. **Vipimo vitakavyotumika kufuatilia huduma na bidhaa kwenye vifurushi:**

Ili kuhakikisha kwamba huduma bora zinatolewa kwa watumiaji na kuzihakiki kwa usahihi, TCRA inapendekeza kuanzishwa kwa vipimo vitakavyokuwa vigezo vya kupima usahihi wa tozo na gharama.

Watumiaji na wadau wengine walitoa maoni yao kuhusu vigezo vya vipimo na tofauti ambazo zinaruhusiwa/zinakubalika wakati wa kuhakiki matumizi halisi kulinganisha na uniti zilizonunuliwa au mtumiaji alizolipia alipojiunga ili haya yazingatiwe wakati wa kuchukua hatua za kiusimamizi.

6. **Vigezo na Masharti visivyoeleweka na vinavyohadaa (matangazo ya kupotosha ya huduma):** Hili lilitokana na kuwepo malalamiko mengi kuhusu vigezo na masharti visivyoeleweka wakati wa kutangaza huduma na ofa maalum, na ukweli kwamba wengi wa wanaojiunga na huduma hawana uelewa kamili wa huduma zilizoko kwenye vifurushi ni suala jingine.

Watumiaji waliulizwa iwapo wanasoma kwa kina na kuelewa vigezo na masharti ya kifurushi kaba ya kununua na iwapo Vigezo na masharti vilivyowekwa vilieleweka na vinatoa taarifa zote zinazohitajika kufanya uamuzi wenye mantiki. Aidha walitakuwa kutaja vigezo na masharti kwenye kifurushi, matangazo ya huduma na ofa maalum ambavyo walidhani haviko wazi na vinaleta mkanganyiko na vinatakiwa kuondolewa/kuwa revised mara moja.

7. **Idadi ya vifurushi na aina wanazoweza kuchagua watumiaji:**

Wakati wa mashauriano kulikuwa na vifurushi vipatavyo 754 vinavyotolewa na watoa huduma wote. Vifurushi vya chini kwa kila mtoa huduma ni 24 wakati vya juu kabisa ni 294, ambavyo vimepangwa kwa siku, wiki, mwezi, siku 90 au 180. Ingawaje taarifa hii inaweza kutolewa kwa watumiaji wa simu zenye uwezo wa juu (smart phones) kwa kutumia Graphic User Interface (GUI) kwenye program rununu (app), taarifa hizi zinasumbua zinapowasilishwa kwa njia ya meseji ya maandishi hasa kwa watumiaji wenye simu za kawaida. Kulikuwa na maswali manne kwenye kipengele hiki.

- Je kuwe na kiwango cha mwisho cha idadi ya vifurushi ambavyo ni rahisi kupatikana na kupitiwa na mtumiaji kabla ya kuamua kujiunga?

- Nini mapendekezo ya idadi ya vifurushi kwa kila mtoa huduma?

- Kifurushi kiendelee kutumika kwa muda gani kabla ya kuboreshwa (kurekebisha bei au kiasi cha uniti katika kifurushi)?

- njia ipi bora ya kuwasilisha kwa mtumiaji gharama za matumizi ya vifurushi na taarifa za Vigezo na Masharti kuhusiana navyo?

Muda wa kurudiwa matangazo, ofa maalum na kubadili gharama vifurushi:

Hili lilitokana na kusudio la Mamlaka kuainisha idadi ya matangazo ya huduma, ofa maalum na na mabadiliko ya gharama za vifurushi ili kutokuwachanganya watumiaji hadi waishie kuchagua kile wasichokuwa wamekusudia.

Maoni yalitakiwa kuhusu idadi muafaka ya matangazo ya huduma na ofa maalum kwa watumiaji na muda wa kurudia matangazo ya huduma na ofa maalum kwa watumiaji.

Uelewa wa matumizi ya vifurushi:

Wadau walitakiwa kutoa maoni kuhusu kutolewa notisi bila malipo kwa watumiaji wanaolipa baada ya kuduma na wanaolipa kabla huduma kuwekwa kwa kuonyesha asilimia iliyotumika au uniti za kifurushi zilizobakia. Kwa maneno mengine watumaji wapewe taarifa kwa vipindi vifurushi vikifikia asilimia 90 na 100 ya kumalizika kwa kifurushi au kwamba wapewe taarifa za huduma zilizobakia (muda wa maongezi, meseji na data) lakini watahadharishwe angalau mara mbili kabla ya asimilia 100 ya matumizi ili wawe na muda wa kutosha kufanya uamuzi na kuchukua hatua za watakachochagua.

Kumalizika kwa vifurushi na kuendeleza vifurushi visivyotumika:

Kuendeleza vifurushi vya data baada ya kumalizika kwa muda wa matumizi yake ni eneo ambalo limelalamikiwa sana na wengi. Mamlaka ilipendekeza kuendeleza matumizi ya data ambazo hazikutumika katika muda wa kifurushi. Maswali yaliulizwa kwenye maneo manne:

• Athari za uamuzi huu kwenye kupanga bei na matumizi ya huduma za mawasiliano ya simu.

• Maoni kuhusu kuwepo kwa vifurushi ambavyo havina muda wa kumalizika.

• Mapendekezo, ikiwa ni pamoja na Vigezo na Masharti ya kuendeleza matumizi ya data ambazo hazikutumika katika muda wa kifurushi.

• Mapendekezo ikiwa ni pamoja na Vigezo na Masharti ya kuhamisha data kutoka mtumiaji mmoja kwenda mwingine katika mtandao huohuo.

Kuwepo kwa Sera ya matumizi yenye usawa kuwawezesha watumiaji kuwa na taarifa muhimu kusimamia na kufutilia matumizi:

Kwa upande wa kuwepo kwa Sera ya matumizi yenye usawa kuhusiana na utangazaji wa huduma, ofa na vifurushi; wadau waliulizwa kuhusu mambo ya kuzingatia wakati wa kutoa sera bora ya matumizi yenye usawa kwa watumiaji ili waweze kuendelea kuwezeshwa kufanya uamuzi baada ya kuwa na taarifa muhimu.

Wadau walitakiwa kupendekeza viwango vya sera ya matumizi yenye usawa kuhusiana na matumizi ya vifurushi.

Baada ya kuchambua maoni ya wadau,ilionekana kwamba kwamba asilimia kubwa walitaka:

1. Muda wa chini wa vifurushi uwe masaa 24.

2. Muda wa juu wa ofa na huduma za vifurushi uwe mwezi mmoja.

3. Kuwepo mfumo utakaowezwesha watumiaji waliothibitishwa kutozwa zaidi kurudishiwa kiasi walichotozwa.

4. Uhakiki wa utozaji na matumizi ya uniti katika kifurushi ufanyike kupitia kumbukumbu za matumizi.

5. Huduma za vifurushi ikatwe mara kifurushi husika kinapomalizika.

6. Mtumiaji ambaye kifurushi alichojiunga kimemalizika na hajajiunga huduma za ziada aweze kutuma ujumbe wa *"tafadhali nipigie"* na aweze kupiga simu za dharura.

7. Kuwepo namba moja itakayotumiwa na watumiaji wote kupata taarifa kuhusu vifurushi na huduma nyingine ambazo zinafanana kwa mitandao yote.

8. Kuwe na jina moja litakalotumika kwa watoa huduma wote kwa vifurushi visivyokuwa na muda wa mwisho wa matumizi.

9. Vigezo na masharti viwekwe kwa namna ambayo itaeleweka na taarifa zote zinazohitajika kufanya uamuzi wenye mantiki zitolewe.

10. Vigezo na masharti vitolewe kwa ufupi na kwa njia itakayofanya vieleweke kirahisi.

11. Ubora wa huduma uongezwe.

12. Kuwe na kiwango cha mwisho cha idadi ya vifurushi ambavyo ni rahisi kupatikana na kupitiwa na mtumiaji kabla ya kuamua kujiunga na kimojawapo.

13. Kila mtoa huduma awe na vifurushi chini ya vitano (5).

14. Kusiwe na mipaka ya muda wa vifurushi kuendelea kutumika kabla ya kuboreshwa (kurekebisha bei au kiasi cha uniti katika kifurushi).

15. SMS zitumike kuwasilisha kwa mtumiaji gharama za matumizi ya vifurushi na taarifa za vigezo na masharti kuhusiana navyo.

16. Taarifa ya matumizi zitolewe mara kwa mara kwa ujumbe mfupi wa maandishi (SMS) na mtumiaji atumie kumbukumbu hizo kujua taarifa ya matumizi ya kifurushi husika.

17. Idadi ya matangazo ya huduma na ofa maalum kwa watumiaji ipunguzwe.

18. Idadi ya marudio ya matangazo ya huduma na ofa maalum kwa watumiaji itegemee huduma husika.

19. Watumiaji wapewe taarifa ya kumalizika kifurushi mara mbili vikifikia asilimia 90 na 100 ya matumizi.

20. Kuwe na vifurushi ambavyo havina muda wa kumalizika.

21. Vifurushi visivyotumika vipelekwe mbele na viendelee kutumika.

22. Kuwe na utaratibu wa kuhamisha data kutoka mtumiaji mmoja kwenda mwingine katika mtandao huohuo.

Uelewa muhimu kufurahia vifurushi

Watumiaji wa huduma za mawasiliano wamekuwa na hoja na maswali kuhusiana na kulazimishwa kutumia kifurushi usiku, simu 'kitochi' kuunganishwa na data, vifurushi kumalizika kabla ya muda na gharama za vifurushi. Ufafanuzi TCRA kutokana na kanuni mpya za vifurushi kwa baadhi ya hoja za watumiaji kuhusiana na huduma za vifurushi ni kama ifuatavyo.

1. **Kulazimishwa kutumia kifurushi usiku:**

   Mtoa huduma yeyote yule hamlazimishi mteja wake kutumia kifurushi usiku.

   Mteja anachagua na kujiunga na kifurushi katika vile vinavyotolewa na mtoa huduma kutokana na mahitaji ya mtumiaji, muda wa matumizi na uwezo wake wa kifedha.

   Kwa kujiunga na kifurushi mteja anakubali kupewa huduma aliyoinunua kwa muda uliowekwa.

   Mtoa huduma anaweka vifurushi vya usiku ambavyo ni nafuu sana usiku kwa sababu mtandao wake hautumiki sana kipindi hicho na hivyo kuwa na uwezo wa kutoa uniti nyingi kwa wale watumiaji wa usiku.

2. **Simu za 'kitochi' kuunganishwa na data:**

   Kimsingi mtoa huduma anapanga vifurushi mbalimbali kulingana na mahitaji ya wateja, akiwa anajua kabisa kuwa kuna wenye simu za vitochi na wenye simu za uwezo mkubwa (simu janja).

   Kuna vifurushi vya dakika za maongezi na ujumbe mfupi tu na vipo vya muda wa maongezi tu. Vifurushi hivi ni mahususi kwa wenye simu za 'kitochi'.

   Mteja anachagua na kujiunga na kifurushi kutokana na mahitaji yake, uwezo wa kifedha, na uwezo wa kifaa chake cha mawasiliano.

   Mtumiaji wa huduma anashauriwa kusoma na kuchagua kifurushi kinachoendana na uwezo wa simu yake au kifaa chake cha mawasiliano.

3. **Vifurushi kumalizika muda**

   Vifurushi vyote havipaswi kumalizika muda. Kitu pekee ambacho kinapaswa kumaliza kifurushi kinatakiwa kiwe ni mtumiaji kuongea hadi dakika zake ziishe au kukitumia hadi uniti ziishe.

   Kimsingi, Kwa kujiunga na kifurushi mteja anakubali kupewa huduma aliyoinunua kwa muda uliowekwa. Kwa kawaida, vifurushi hivi haviwezi kutumika baada ya muda uliowekwa kwisha hata kama havijatumika.

   Ili kumlinda mteja, maboresho yaliyofanyika ni pamoja na:-

   - Mtoa huduma kumwezesha mtumiaji wa huduma kuhamisha uniti za kifurushi kwenda kwa watumiaji wasiozidi wawili ndani ya mtandao wake.

   - Mtoa huduma kumwezesha aliyejiunga na kifurushi chochote kuendelea kutumia uniti za kifurushi ambazo zitakuwa zimesalia ndani ya muda wa matumizi uliowekwa kwa kununua tena kifurushi hicho hicho kabla ya kumalizika kwa muda wake.

4. Nini kimefanyika kuhusiana na vifurushi kwisha kabla ya muda. Kwenye simu za sauti, kila mtumiaji anapopiga simu anapewa taarifa kuhusu muda aliotumia kwa maongezi, na anaweza kulinganisha kiasi cha muda alionunua na aliopewa. Pia mtumiaji anaweza kuangalia salio na kupata ujumbe mfupi kuhusu matumizi ya kifurushi chake.

   Data ni eneo linalolalamikiwa sana; ambapo mtumiaji hawezi kupata taarifa kila data inapotumika. TCRA imelishughulikia suala hili kwa namna mbili:-

   i. Kanuni ndogo zimewataka watoa huduma kuweka program rununu

   ii. (mobile app) itakayowawezesha watumiaji wa data kufuatilia matumizi yao ya data (mtumiaji wa data mwenye simu ya uwezo mkubwa (simu janja).

   iii. TCRA imeandaa mwongozo kwa watumiaji kuhusu mfumo wa uendeshaji (Operating system) wa simu janja pamoja na programu rununu zinazotumiwa na watumiaji wa data kupata huduma mbalimbali.

Kanuni ndogo za Vifurushi

Kanuni Ndogo za Gharama za Tozo za Vifurushi, Utangazaji Huduma na Ofa Maalum, ambazo zitaanza kutumika tarehe 2 Aprili 2021 zina vipengele vifuatavyo:

Mwenye leseni hatatoa huduma za vifurushi bila kibali cha Mamlaka.

Huduma za vifurushi zitakazotolewa zitapangwa katika makundi ya (a) Chini ya masaa 24, (b) Siku, (c) Wiki, (d) Mwezi, (e) zaidi ya mwezi na (f) vifurushi visivyokuwa na mwisho wa muda wa matumizi.

Mwenye leseni atahakikisha kwamba taarifa za vifurushi vyote vilivyoidhinishwa na Mamlaka zinapatikana kwenye tovuti zao kwa Kiingereza na Kiswahili na kwamba zinachapishwa kwenye gazeti linalosambazwa maeneo mengi zaidi.

Mtoa huduma atahakikisha kwamba bei za vifurushi zinazingatia bei husika ya chini na ya juu zilizowekwa na Mamlaka.

Watoa huduma hawatakuwa na vifurushi zaidi ya 50 kwa wakati mmoja vyenye mchanganyiko wa huduma zinazotolewa kwa watumiaji (muda wa maongezi, data au SMS) kwenye maeneo wanayotoa huduma isipokuwa vifurushi vya kimataifa na wanaotumia mitandao ya nyumbani wakiwa nchi nyingine.

Vifurushi vinavyotolewa kwa watumiaji havitaondolewa, havitarekebishwa au kubadilishwa ndani ya miezi mitatu baada ya kuidhinishwa.

Watoa huduma watatumia istilahi rahisi na vigezo na masharti yaliyo wazi kuhusu vifurushi vinavyotolewa, ikiwa ni pamoja na maelezo ya kina kuhusu huduma husika na maeneo yote ambayo huduma zinapatikana, watumiaji wanaostahili huduma hizo, kasi ya kupakia au kupakua data.

Mabadiliko yoyote kwenye vifurushi vilivyoidhinishwa yatahusu tu watumiaji watakaojiunga na huduma husika baada ya mabadiliko na kwamba hayataathiri watumiaji waliojiunga kwenye huduma hizo kabla ya mabadiliko hayo.

Wenye leseni watatoa fursa kwa watumiaji wa huduma za mawasiliano kuchagua na kujiunga na vifurushi visivyokuwa na ukomo wa muda wa matumizi vitakavyo patikana kwenye menyu kuu na watatumia jina linalofanana kwa vifurushi hivi ili vitambulike kwa wepesi.

Majukumu ya kutoa taarifa za matumizi ya kifurushi

Kila mwenye leseni atatoa taarifa ya matumizi wakati kila matumizi ya kifurushi yakifikia asilimia 50, 80 na 100 kwa vifurushi vya muda wa maongezi, data na SMS.

Mwenye leseni ataweka mfumo wa kumwezesha mtumiaji wa huduma mwenye simu janja kufuatilia matumizi yake ya data kwa kupakua program rununi (app) ya mtoa huduma.

Mwenye leseni ataweka utaratibu unaowawezesha wanaojiunga na huduma za vifurushi kuchagua na kukubali kutozwa gharama zisizokuwa kwenye vifurushi mara muda wa vifurushi waliojiunga navyo au uniti za kifurushi husika kumalizika. Utaratibu huu wa kuchagua na kukubali utakuwa chaguo msingi mpaka pale anayejiunga achague na kukubali kutumia gharama nje ya kifurushi.

Wenye Leseni watakuwa na utaratibu wa kuwawezesha waliojiunga na vifurushi kuendelea kutumia muda au uniti za vifurushi ambazo zitakuwa hazijamalizika ndani ya muda wa matumizi uliowekwa kwa kuzingatia ununuzi wa kifurushi hicho hicho kabla ya kumalizika kwa muda wake.

Watoa huduma watakahikisha huduma za vifurushi zinazingatia gharama halisi za utoaji huduma kwa namna ambayo itawezesha kutoza gharama zenye uhalisia kwa kila huduma ndani kifurushi husika.

Mwenye leseni hatafanya matangazo zaidi ya matatu au kutoa ofa maalum zaidi ya tatu kwa wakati mmoja kupitia maongezi, SMS na data.

Promosheni na Ofa Maalum

Kutangaza huduma na ofa maalum kutakuwa hivi:

a) Muda uelezwe waziwazi;

b) Kuwe na muda wa chini wa mwezi mmoja na muda wa juu usiozidi miezi mitatu; na

c) Yasirudiwe kabla ya kumalizika miezi mitatu

Mwenye leseni ataweka vigezo na masharti vilivyo wazi kuhusu utangazaji wa huduma na ofa maalum.

Mfumo wa uendeshaji wa simu zenye uwezo mkubwa

Simu yako yenye uwezo mkubwa, au simu janja kama zinavyotambulika ni kifaa cha thamani na chenye matumizi mengi. Kukifanya cha kisasa kwa kuweka mifumo ya kisasa zaidi ya uendeshaji ni sehemu muhimu ya kuhakikisha kwamba kinaendelea kukuwezesha kukitumia kwa ufanisi wa juu zaidi.

Kusasisha mfumo wa uendeshaji wa simu zenye uwezo mkubwa, unapojulishwa kufanya hivyo, kunasaidia kuziba mianya ya kiusalama na kuboresha uwezo wa jumla wa kifaa husika. Hata hivyo, kuna hatua za kuchukua kabla ya kufanya hivyo ili kulinda kifaa chako na picha zozote au mafaili binafsi yaliyohifadhiwa ndani yake.

Kabla ya kusasisha mfumo wa uendeshaji

Kabla ya kuanza kusasisha au kuinua kiwango cha kifaa, chukua hatua chache zitakazosaidia kuepuka matatizo:

- **Chaji simu yako:** Epuka hali ya simu yako kuwa na chaji ndogo wakati wa kusasisha kwa kuhakikisha kwamba kifaa kina angalau asilimia 70 ya chaji.

- **Cheleza (back up) mafaili yako:** Usasishaji na uboreshaji wa mfumo wa uendeshaji havitakiwi kuathiri data zilizohifadhiwa kwenye simu yako ya uwezo mkubwa, lakini kucheleza mafaili ni jambo jema ili data ziwe salama.

- **Hakikisha kifaa chako kinatangamana na uboreshaji wa mfumo wa uendeshaji:** Mfumo mpya wa uendeshaji unaweza usiwe umetengenezwa kwa vifaa vyote vya zamani zaidi.

- **Futa programu rununu (apps) ambazo huzitumii tena:** Mfumo mpya wa uendeshaji unaweza kuhitaji kiasi kikubwa cha kumbukumbu ya kifaa chako. Futa apps ambazo zinachukua tu nafasi.

- **Angalia kifurushi chako kilichobakia na kiasi cha data zinazotakiwa kusasisha mfumo wa uendeshaji:** Hakikisha kwamba una kifurushi cha data cha kutosha kwa usasishaji/uboreshaji wa mfumo wa uendeshaji kwani bila data za kutosha kifurushi kitamalizika na usasishaji na uboreshaji havitafanikiwa.

Baada ya kusasisha mfumo wa uendeshaji wa simu yako

Wakati mwingine mfumo mpya wa uendeshaji utakuwa na mipangilio iliyowekwa wakati wa utengenezaji ambao ni tofauti na mpangilio uliochagua na utajitokeza moja kwa moja kwenye mpangilio mpya badala ya wa zamani. Baada ya kuweka mfumo mpya wa uendeshaji kuna mipangilio ambayo unatakiwa kuhakiki kuhakikisha kwamba simu yako haijiendeshi au kutumia data kwa namna usiyotaka.

- Angalia kwa makini mpangilio wa Wi-Fi: Simu nyingi zenye uwezo mkubwa zinaweza kukuhamishia moja kwa moja kwenye mpango wako wa matumizi ya data wakati muunganisho kwenye Wi-Fi ni hafifu. Hali hii ikiendelea inaweza kusababisha matumizi ya data wakati usiotegemea. Amua iwapo unataka kuwasha au kuzima mfumo unaowezesha matumizi ya data.

- **Angalia kwa makini usasishaji wa moja kwa moja wa data, ambao wakati mwingine unajitokeza chini ya mpangilio wa matumizi ya data:** Iwapo utazima mfumo unaowezesha matumizi ya data, programu rununu zinaweza kusasishwa tu kwa kutumia maunganisho ya Wi-Fi. Hii inaweza kusaidia kuzuia matumizi makubwa ya data, hasa kwa programu rununu ambazo hutumiii mara kwa mara.

- **Angalia kwa makini mpangilio unaowezesha faragha ya matumizi ya kifaa chako na muunganisho kwenye mitandao:** Hakikisha kwamba huduma za kutambua mahali ulipo, uwezo wa vifaa kuunganishwa kupitia Bluetooth, kufuatilia apps na mpangilio ya mitandao ya kijamii vimewekwa kwa mpangilio na upendeleo kama unavyotaka.

- **Angalia kwa makini ulinganifu wa mfumo wa uendeshaji na apps zako muhimu:** Wakati mwingine mfumo mpya wa uendeshaji unaweza usitangamane na mojawapo ya apps zako zilizopo hadi ziunganishwe. Hakikisha kwamba kifaa chako kinatangamana na mfumo wa uendeshaji unaoboreshwa. Inawezekana mfumo mpya wa uendeshaji haukutengenezwa kwa ajili ya vifaa vya zamani kidogo. Angalia kwa makini kuona usasishaji wa apps zozote ambazo hazifanyi kazi vizuri. Vilevile, unaweza kuwasiliana na watengenezaji wa kifaa au mtoa huduma kubadilishana taarifa za mwitikio wa ulinganifu wa apps. Angalia taarifa za namna ya kuwasiliana naye kwenye hati za malipo, kwenye kifaa chako au mtandaoni.

Kituo cha Huduma kwa Watumiaji

Kwa maelezo zaidi kuhusu masuala ya watumiaji, tembelea Kituo cha Huduma kwa Watumiaji cha TCRA kilichopo ghorofa ya kwanza ya jengo la Mawasiliano Towers, Barabara ya Sam Nujoma Dar es Salaam.

Mikakati endelevu kuinusuru Posta

Na Lokila Mosso

Idadi ya vitu vinavyosafirishwa na Posta ya taifa imepungua kwa zaidi ya mara sita ndani ya miaka mitano na mara mbili katika muda wa mwaka mmoja, hali ambayo imeibua haja ya kuwa na mikakati endelevu ya kuendelea huduma kwenye sekta hii.

Takwimu za mawasiliano zinaonyesha kwamba idadi ya vitu vilivyosafirishwa mwaka 2020 ilikuwa 5,140,440 kulinganisha na 12,153,541 mwaka 2019 na 31,259,171 mwaka 2015

Huduma za posta zimeathiriwa hivi karibuni na kuzuka kwa janga la homa kali ya mapafu inayoletwa na virusi vya UVIKO-19 na hatua zilizofuatia za kupunguza shughuli za kijamii na kibiashara za kila siku, ikiwemo baadhi ya nchi kuweka karantini, hivyo kupunguza shughuli za biashara zinazohusu matumizi ya huduma za posta. Aidha kupungua safari za ndege kati ya mataifa kumechangia hali hii.

Athari za UVIKO-19 kwa sekta ya Posta zimekuja wakati huduma za usafirishaji wa barua na vifurushi na malipo kupitia Posta zikiwa zimeathiriwa na ukuaji wa kasi wa teknolojia ya habari na mawasiliano na matumizi yake.

Aidha, baadhi ya huduma za usafirishaji wa vifurushi na vipeto zinatolewa na kampuni zenye leseni za kutoa huduma hizo kimataifa, Afrika Mashariki, ndani ya Tanzania, kwenye miji na kati ya miji. Leseni kwa mabasi ya abiria yanayosafirisha

vifurushi zimeongezeka mara tatu kati ya 2015 na 2020, takwimu za sekta kwa mwezi Desemba 2020 zinaonyesha. Posta ya Taifa inakabiliana na ushindani kwenye eneo hili la huduma.

Baadhi ya watoa huduma za Posta wamechukua hatua mbalimbali kukabiliana na kushuka kwa biashara ikiwa ni pamoja na kuboresha huduma kwa wateja na kutumia teknolojia kutoa huduma mbalimbali.

Umoja wa Posta Afrika, wenye makao yake makuu Arusha umezitaka taasisi za Posta katika Bara hili kubuni mikakati endelevu ya kukabiliana na changamoto zinazojitokeza.

"Katika hali ya sintofahamu kutokana na kuzuka kwa janga la UVIKO-19 tunatarajia sekta ya Posta ulimwenguni kwa ujumla na hasa Afrika kuendelea kuweka mikakati endelevu ya kuendelea kutoa huduma", anaandika Katibu Mkuu wa PAPU, Bwana Younouss Djibrine katika ujumbe wake wa kumbukumbu ya kuanzishwa Umoja huo, tarehe 18 Januari mwaka huu. (Tafadhali rejea ukurasa wa nne (4) sehemu ya Kiingereza ya toleo hili – Mhariri).

Kwa upande mwingine takwimu za Desemba 2020 zinaonyesha ongezeko kubwa la huduma za simu za mkononi ikiwa ni pamoja na kuongeeka kwa kiasi kikubwa kwa laini za simu, akaunti za pesa kupitia simu na idadi ya ving'amuzi vya televisheni.

Jedwali: Huduma na watoa huduma (2015-2020)					
2015	2016	2017	2018	2019	2020
Idadi ya watoa huduma za Posta na kusafirisha vifurushi na vipeto					
36	33	35	28	92	119
Idadi ya vitu vilivyosafirishwa na Posta					
31,259,171	12,098,784	10,121,388	10,829,272	12,153,541	5,140,440
Idadi ya akaunti za pesa kupitia simu za mkononi					
17,939,349	18,080,622	21,889,618	23,367,826	25,864,318	32,268,630
Idadi ya watumiaji wa intaneti					
17,263,523	19,862,525	22,995,109	23,142,960	25,794,560	28,470,506
Idadi ya steheni za redio					
106	148	156	158	183	193
Idadi ya vituo vya televisheni					
31	31	33	36	43	50
Idadi ya ving'amuzi vinavyotumika					
910,395	1,062,128	2,078,353	2,611,617	2,525,289	2,814,003
Rejea: https://www.tcra.go.tz/statistic/2015%20Quarterly%20Statistics%20Reports/december					

TCRA strategic goal, quality policy

The Tanzania Communications Regulatory Authority has the duty of enhancing the welfare of Tanzanians by promoting effffective competition and economic effifficiency; protecting the interests of consumers and protecting the fifinancial viability of effifficient suppliers. TCRA is also responsible for promoting the availability of regulated services to all consumers, including low income, rural and disadvantaged consumers; enhancing public knowledge, awareness and understanding of the regulated sectors and protecting and preserving the environment.

Strategic goal

"To enhance the welfare of Tanzanians through effffective and effifficient regulation that promote innovation and ensure universal access to secure, quality and affffordable communication services".

Objectives

1. To modernize TCRA operations by enhancing staffff competences, quality research on regulated services and utilizing state of the art technologies;

2. To promote effifficient, reliable and secure communications infrastructure and applications;

3. To promote effifficient and affffordable communications services and increase access to Postal and ICTs in underserved and un-served areas;

4. To protect interests of stakeholders and enhance awareness of their rights and obligations;

5. monitor performance of regulated services and enforce compliance to legislation, regulations and standards;

6. To coordinate implementation of National, Regional and International Sector commitments.

Quality Policy

Tanzania Communications Regulatory Authority is committed to achieve its strategic goal and ensure customer satisfaction through Quality Management System.

Quality Objectives

1. Improved quality processes and procedures in the regulation of the communication sector.

2. Achieved high level of customer satisfaction in accordance with TCRA's Client Service Charter.

3. Maintained compliance with relevant statutory and regulatory requirements.

MAMLAKA YA MAWASILIANO TANZANIA

ISO 9001:2015 CERTIFIED

ISO 9001:2015 CERTIFIED

Mamlaka ya Mawasiliano Tanzania(TCRA) ni taasisi ya Serikali inayosimamia sekta ya mawasiliano. TCRA ilianzishwa chini ya Sheria ya Mamlaka ya Mawasiliano Tanzania Na. 12 ya 2003. TCRA ina viwango vya ISO 9001:2015.

Maeneo yanayosimamiwa

Mitandao ya simu na intaneti, masafa ya mawasiliano,huduma za Posta na usarishaji wa vipeto katika Jamhuri ya Muungano wa Tanzania na huduma za utangazaji (kama vile redio na televisheni) kwa Tanzania Bara tu. Zanzibar ina Tume inayosimamia utangazaji.

Kazi za TCRA

- Kutoa leseni, kuongeza muda wa leseni na kufuta leseni
- Kuweka viwango kwa bidhaa na huduma zinazosimamiwa
- Kuweka viwango vya kanuni na masharti ya kusambaza bidhaa na huduma zinazosimamiwa
- Kudhibiti viwango na bei
- Kufuatilia utendaji wa sekta ya mawasiliano kuhusiana na viwango vya uwekezaji; upatikanaji wa huduma, ubora na viwango vya huduma; gharama za huduma; ufanisi wa bidhaa na usambazaji wa huduma.
- Kufanikisha utatuzi wa malalamiko na migogoro baina ya watoa huduma na kati ya mtoa huduma na mtumiaji wa huduma.
- Kufanya kazi na kutekeleza majukumu mengine kwa mujibu wa sheria husika
- Kusambaza taarifa kuhusu mambo ambayo ni muhimu kwa ajili ya shughuli za Mamlaka.

TCRA na ustawi wa Watanzania

Katika kufanya kazi zake, Mamlaka inajitahidi kuendeleza ustawi wa jamii ya Tanzania kwa:-
- Kukuza ushindani unaofaa na ufanisi wa uchumi
- Kuendeleza upatikanaji wa huduma zilizodhibitiwa kwa watumiaji wote ikiwa ni pamoja na wenye kipato kidogo waliopo vijijini na wateja walio katika mazingira magumu.
- Kulinda maslahi ya watumiaji
- Kuendeleza elimu kwa wananchi kuhusu utambuzi na uelewa wa sekta zilizodhibitiwa ikiwa ni pamoja na haki na wajibu wa watumiaji;namna ambavyo malalamiko yanaweza kuwasilishwa na kutatuliwa na kuhusu majukumu, kazi na shughuli za Mamlaka.