



**ALL INDIA  
BHARAT SANCHAR NIGAM LIMITED  
OFFICERS' ASSOCIATION**

**CENTRAL HEAD QUARTERS  
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No. AIBSNLOA/CHQ/2014/113

Dated: 3<sup>rd</sup> December 2014

To

Shri A. N. Rai,  
Chairman and Managing Director,  
Bharat Sanchar Nigam Limited,  
New Delhi

**Subject: BSNL's reported plan of recruiting Management Trainees – regarding**

R/Sir,

We seek your kind attention to the reported plan by BSNL for notifying recruitment of Management Trainees from outside, with our reasoned request to abandon the move in the interests of BSNL as well as its Executives.

2. BSNL circulated the proposed **Management Trainee Recruitment Rules, 2013** vide its letter No. 400-07/2012-Pers.I dated 12.02.2013 to all Executive Associations and called for their views and comments to be conveyed to the Committee in person according to a schedule. As scheduled, representatives of our association also had a meeting with the Committee on 18.2.2013 evening and submitted our views and proposals on the matter in writing.

3. In our submission, we had pointed out that when BSNL notified its first MTRR, vide its No. 400-07/2005-Pers.I dated 13.09.2007 and later the second time in the year 2009, we had submitted our views in great details bringing out there in the deficiencies, omissions, contradictions etc. in the said RR. We also drew attention to the fact that DOT had offered same Promotion Policy to the Group B level Officers in the terms of conditions of service for absorption in both MTNL and BSNL assuring time bound promotion upto Selection Grade JAG and thereafter post based promotion. MTNL, on its part, has recruited the JTOs/JAOs i.e. the entry level Executives as the Management Trainees. We had noted that BSNL is moving ahead with its proposal for recruitment of Management Trainees at an intermediary grade i.e. the erstwhile JTS level which is in violation of the offered terms and conditions of service for absorption.

4. The then Sr.GM (Pers) appreciated our points and said that the other associations had not given their views in writing and one more meeting would be called after they submitted their views in writing.

5. We are not aware of any such meeting having taken place afterwards. But it is learnt that BSNL is preparing to notify the examination for recruiting Management Trainees from outside very shortly. During informal discussions with some senior officers recently, we are told that BSNL wants to recruit some young graduates having MBA qualification with sales and marketing skills because presently there is paucity of sales and marketing expertise at this level. We conveyed to them that before going for external recruitment it is better to search for talent within BSNL as we believe that we can get better skilled people within BSNL.

6. We therefore thought it essential to explain the rationale behind our views in writing with an appeal to dispassionately and objectively examine it and to arrive at a judicious decision in the interests of BSNL and its Executives.



7. If the aim of going for outside recruitment is the need for sales and marketing skills, we unequivocally proclaim that the necessary expertise and skills are readily available within our strength of working executives. The Management does not have any data at present on the number of executives who have the specialization in marketing and sales skills and those who have natural talent in effective marketing and sales management irrespective of qualification, but it is not difficult to collect this data in a short span of time. Such data describing executives' skills, abilities, experience, and performance will form the Talent Profile. Once such a talent profile is available, we believe that the Management will be convinced that the required expertise is available within and there is no need to go for outside recruitment.

8. In other words, we believe that selection from internal candidates will bring the required expertise the Management is looking for from outside. This will have the following advantages:

- i. The executives will feel that they are valued as a talent pool, boosting their morale and increasing productivity.
- ii. The set of skills that an executive acquires on the job through training and experience increases the executive's value for the company.
- iii. Retention rate of qualified executives will improve as they will see a career opportunity within the organization.
- iv. Going for internal selection is cost effective compared to external recruitment.
- v. The process of outside recruitment comprising conduct of examination, declaring the results, verifying the credentials of successful candidates, imparting training and actual appointment is very lengthy, defeating the purpose of immediate expertise requirement.
- vi. Time to contribution is also faster for existing executives taking new responsibilities, since familiarity with policies, system and work enable them to become productive more quickly, compared to outsiders.

9. In view of the above, we earnestly request you to kindly have the issue re-examined and to cause filling up the entire MT vacancies from among the internal candidates only.

With kind regards,

Yours sincerely,

  
(Rakesh Sethi)

o/c General Secretary

- Copy to:
1. Shri Anupam Shrivastava,  
Director (CM), BSNL
  2. Shri N.K.Gupta,  
Director (CFA), BSNL
  3. Shri M.C. Chaube,  
Executive Director (CN), BSNL
  4. Shri S.S. Aggarwal,  
Sr. General Manager (Pers), BSNL CO ND-1
  5. Shri R.K. Goyal,  
Sr. General Manager (Estt) ), BSNL CO ND-1
  6. Ms. Madhu Arora,  
General Manager (Restg) ), BSNL CO ND-1
  7. Shri Debkumar Chakrabarti,  
General Manager (Rectt&Trg) ), BSNL CO ND-1