



**ALL INDIA  
BHARAT SANCHAR NIGAM LIMITED  
OFFICERS' ASSOCIATION  
CENTRAL HEAD QUARTERS**

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No.AIBSNLOA/CHQ/2009/58

Dated: 16<sup>th</sup> November 2009

To

Dr. Manmohan Singh,  
Hon'ble Prime Minister of India,  
South Block,  
New Delhi.

**Sub: BSNL's falling revenues and absence of any sincere effort to change course of the way BSNL is being managed – Concern thereof.**

Respected Sir,

Every one of us, not only the employees of BSNL, but any patriot will be concerned and worried over the declining revenues in BSNL a Govt. PSU serving the rural and remote regions of the country. The market share of BSNL is dwindling day by day amidst stiff competition in the Telecom Sector. The decline in revenue is being wrongly attributed to increase in wages of the employees and large scale surrender of landline telephones. It is unfortunate that the powers-that-be do not focus the real reasons behind the present position of BSNL. We would like to bring to your kind notice the following few issues, though there are many, which are to be addressed with all seriousness to have a turn-around for the company:-

**(1) Continuation of deputation of the ITS Group A officers in BSNL to hold important managerial and policy making positions:** After absorption of all non-Executives and Executives up to TES Group B level as early as in 2003, the ITS Group A officers are still continuing on deemed deputation to BSNL, almost nine years after formation of BSNL. It is ironical that for the past nine years BSNL is run by a management which is not a part of it and not committed to it. The ITS officers have been rejecting all the terms and conditions offered to them over and above to what was offered to the Officers including Group A and other employees, on one plea or other and have opted to remain in DoT when options were last called for in August 2008. In the absence of belongingness and commitment, accountability and responsibility to BSNL's viability and welfare, there is no concern in them for the survival and growth of BSNL. The decisions taken by the management comprising mainly of unabsorbed ITS officers have only driven BSNL from bad to worse. When the Group A Officers from all other disciplines like Finance, Civil, Electrical, Architectural and Telecom Factory Organizations took absorption as back as in 2005, why the ITS Officers who refused to take absorption be allowed to remain on deputation? BSNL need to hire the services of professionals at the policy making and decision making levels.

**(2) Improving the Quality of Mobile services:** BSNL was allowed to compete in the mobile services only late after entry of all prominent players. But BSNL was able to rise to second position within a very short period - second only to Bharti Airtel due to the quality of mobile services it offered and transparency in billing. BSNL was subjected to capacity crunch from 2006 to late 2008 as the large tender for expansion got into trouble initially due to an unsuccessful bidder going to court and later due to controversy over the bid amount which was raised by the then Minister of Communications himself. BSNL lost huge grounds during this period and competitors over took it. Now, when sufficient capacity is available, BSNL is

unable to market its products not due to lack of marketing strategy as is being professed by some, but mainly due to unsatisfactory quality. Call drops, low signals, absence of in-house coverage etc are some of the complaints from the customers. The problems with BSNL's quality of service have been discussed in a meeting recently the CMD BSNL had with MPs and other VIPs. No effort has been taken to improve the quality of service. We strongly believe that a satisfied customer is the best advertisement for our products. Sorting out the technical issues for improving the quality has to be the first priority now.

(3) **After-sales service of Broad Band Services:** Customers are not at all happy with the BSNL's after-sales service for the Broad Band connections taken from BSNL. Once a problem is reported, it takes days together to get it attended. The defects are not rectified for long. The disgruntled customers prefer to go to other Operators. Here also, the after-sales service is outsourced. The Companies engaged by BSNL are found lacking in handling the job professionally. This job needs to be done only by BSNL's own strength.

(4) **Irresponsible Call Centres:** The Call Centres of BSNL are largely outsourced and the personnel engaged by the Companies are unable to satisfy the customers who remain dissatisfied. These *Companies do not have the commitment and have no fear of losing the contract*. The call centre staff is the interface between the customers and the BSNL. If the customers get a bad experience, the entire BSNL suffer.

(5) **Poor Revenue collection:** The collection of revenue is BSNL is very poor. Over the years, the unpaid revenue has gone up over several thousands crores. Apart from some steps presently being taken by BSNL, Government should frame some Rules so that the users cannot evade payment yet continue to get communication services from one Operator or the other.

2. We shall, therefore, urge upon you to kindly intervene and save BSNL from complete liquidation in national interest.

With kind regards,

Yours sincerely,



(V.P.Arya)

General Secretary

Copy to:

1. Shri Pranab Mukherejee,  
Union Finance Minister.
2. Shri A. Raja,  
Minister of Communications & IT,  
UOI.
3. Shri C M Chandrasekhar,  
Cabinet Secretary.
4. Shri P.J. Thomas  
Secretary (T), New Delhi
5. Shri.Kuldeep Goyal,  
Chairman & Managing Director,  
BSNL, New Delhi