



President
K. BALASUBRAMANIAN
Mobile : 09444000562

ALL INDIA
BHARAT SANCHAR NIGAM LIMITED
OFFICERS' ASSOCIATION

CENTRAL HEAD QUARTERS
AD-87B, Pitampura, Delhi-110034

Finance Secretary
V. GURUMOORTHY
Mobile : 09444979555

General Secretary
RAKESH SETHI
Mobile : 9868210449

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CIRCULAR

Dear Comrades,

The details of the 'Awareness Session on Growth and Development of BSNL' held at BSNL Corporate Office on 30.11.2013 where representatives of all BSNL unions and associations had been invited, have already been published in our CHQ Website.

CMD BSNL in his speech said that the session was meant for dissemination of details of strategic planned initiatives to all the unions and associations in order that all of us work together for revival of BSNL. He said that this is only a beginning and in future too such sessions will be held to generate a deep sense of involvement of all the employees. Business verticals-wise presentation was then made by each GM/PGM.

The staff unions and executives' associations have been asked to give their constructive and practical suggestions. This session is a welcome change in the approach of the BSNL Management realising that development is not possible without involving one and all. Never before the Management has shared so much details and its future plans with the representatives of the employees. The power point presentation provides voluminous statistics on our revenue & expenditure in all business verticals, efforts to be taken to increasing revenue, strengthening sales channels, tariff management in accordance with the present trend in the industry, increasing VAS and DATA market, reducing OPEX, introducing non-conventional energy solutions, BSNL's role in NOFN, the NGN, initiatives to improve customer experience, improving performance orientation, rationalisation/reorganisation of SSAs etc.

A lot of reading and understanding of the issues is required before we respond with our suggestions. We believe that our members working in the field units under various business verticals will be able to comprehend the data, details and proposals given in the power point presentation, analyse them on the basis of the actual field situations and provide valuable inputs to the CHQ for preparing our response/suggestions.

Deviating from the normal procedure of calling for views/comments from the Circle Associations and the Circle Associations in turn calling for views/comments from the District Branches, CHQ feels that a massive exercise involving all the members should be undertaken to share the details and to elicit their views. **Now that BSNL Management has spelt out its strategy, it is important to translate it throughout the organization. At the same time, the Management should be made aware of 'real' field conditions so as to make adjustments in its strategy. Therefore the CHQ calls upon the branches to observe**

January 8, 2014 as TRANSLATE STRATEGY DAY

by holding General Body meeting of all the Branches on that day, discussing the contents of the power-point presentation and recording the views and suggestions of the members.

The decisions taken in the meeting may be sent by email to the General Secretary at gsaibsnloa@gmail.com with a copy of the mail marked to the Circle Secretary concerned, before 15th January 2014.

Apart from general analysis of the power-point presentation, the discussions should be specific on the following issues and observations and suggestions should be supported by data/statistics wherever required:

1. Realisation of huge outstanding dues against post-paid mobile connections and landline connections. (Page 172 of attached document)
2. Strengthening of Sales channel (Pages 60, 61)
3. Efforts to increase data revenue from data usage (Pages 62, 63)
4. Identification of potential Franchisee/RDFs/DSAs/POS in vacant territories (Page 67)
5. Tariff Management (Pages 70, 71)

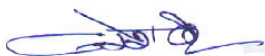
6. Improving brand visibility (Page 72, 172)
7. Internal marketing of BSNL Schemes and Products (Page 74)
8. Bundling of Tablets and Smart phones (Page 78)
9. Gathering market intelligence regarding VAS (Page 79)
10. Roll out of GSM Phase VII / Completion of A/T / Early handing over of sites (Page 81)
11. BTS Repair Time – reasons and remedies (Page 85)
12. Reduction in operating expenditure (OPEX) – Electricity bills (Page 86)
13. Non-conventional energy solutions. Page (87)
14. Leasing out BSNL Towers (Pages 88 to 96)
15. Steps to increase Enterprise Business (Pages 110, 111)
16. Shortage of MLLN modems (Page 131)
17. Timely provisioning of Leased Circuits and timely rectification of faults in Leased Circuits (Page 132, 133)
18. National Optical Fibre Network (NOFN) (Pages 135 to 144)
19. Procurement of CLIP instruments and PIJF cable (Pages 147, 148)
20. Customer Retention – Utilisation of CDR capabilities (Pages 154 to 157)
21. Outsourcing Model for broadband Maintenance to improve Quality of Experience & Revenue (Page 173)
22. Proposal for linking PMS (Performance Management System) to career progression opportunities & other incentives – PMS, GPMS & IPMS (Pages 184 to 195)
23. Rationalisation of SSAs (Pages 197 to 202)
24. Skill Building (Pages 203 to 208)
25. Any other issues faced in the field units.

Circle Secretaries should ensure that the meeting takes place in all the SSAs/Units on 8.1.2014 and that a circle office-bearer attends the meeting in each SSA to explain the details contained in the power-point presentation.

Let us put our shoulders to the wheel to strengthen the efforts of BSNL Management and its realization that development is possible only by involving one and all and not in isolation.

With fraternal Greetings,

Yours fraternally,



(RAKESH SETHI)
General Secretary