



# All India Graduate Engineers & Telecom Officers Association MP Telecom Circle Bhopal

(An Association of DR Graduate Engineers / Account Officers of BSNL)

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**AIGETOA/MP/2015-16/20**

**Dated 14.09.2015**

To  
The CMD  
BSNL, New Delhi

**Subject:** Some feedbacks based on the input received from field for betterment of BSNL.

**Respected Sir,**

On behalf of AIGETOA MP, I am here by submitting following feedbacks as received from members for the betterment of the company.

**1. Providing landline telephone with inbuilt GSM SIM and call divert facility to avoid breakdown in case of faults:**

Frequent cable fault due to development work by various authority put the landline on breakdown which not only the revenue loss but also irritate the customers and finally result in to surrendering the connection. To avoid complete breakdown of telephone we must device such Telephone Instruments which also support GSM SIM. In case of breakdown of telephone line customer can still use the telephone through GSM connectivity.

**2. Digital display of various plan and scheme and Posting of best talent through interview followed by training at CSCs:** Digital display of various scheme and plans at CSC with centralized update by corporate office will not only save time of the CSC staff in explain the customers but also make them updated regularly. Today, CSCs of BSNL is dump center for BSNL authorities where least informed and least performer employees get dumped. CSC is the front face and first impression point of the service sectors. Response and behavior of CSC employee totally depends on his talent and knowledge about the services which is used by the customers to foresight the quality of service and future problems. It is highly required change the practice while selecting the employees for posting at CSC. Best employees must be selected through interview and posted to CSEs after giving them appropriate training.

**3. Formation of Customer Driven Centers (CDC) at Circle Level:** BSNL is a brand name; paid marketing will not at all help in selling the services. It is highly required to drive the existing customers to advertise our services, it's quality and behavior of employees. We can acquire the new customers by lucrative schemes and plans which are on the cost of revenue but still not sure about their loyalty. But if we start improving our services for existing customers it will not only make them loyal but also communicate others about the services of BSNL which will help in bringing new and loyal customers. To achieve this we should form a centralized cell called Customer Driven Center at circle offices and post sufficient number of employees. CDC employee should regularly approach to our customers through telephone, email and even by personal visiting to our corporate customers and ask their problems and

feedbacks before their complaints. CDC must also greet customers on various occasions like Holi, Diwali, Eid, Christmas, New year day etc.

- 4. Formation of Employees Grievance Centers at Circle and Corporate Office under direct supervision of Circle Heads and Director (HR) respectively:** there are small but n-number of grievance of employees, long pendency of such grievance certainly fill their mind with full of anger and irritation which ultimately result in indiscipline, agitation, protest etc which are counterproductive to the company. It is highly required to form a employee grievance center to resolve such grievance in time frame at Circle and Corporate Office under direct supervision of Circle Heads and Director (HR) respectively. This will not only built the much required trust between employee and employer but also make employee free of their grievance so that they can put better concentration towards assigned work.
- 5. Regular compliance of orders on HR issues of employees:** there are various cells at BSNL CO for various developments and other work. It is seen that any circular/order issued by any cell need strict follow up and compliances but whenever any order/circulars issued by corporate office in respect of benefits of employees there is no any kind of follow up and compliance are taken. Such ignorance towards the benefits of the employees is certainly counterproductive to the company in present era where employees are considered as the top most asset of the company. It is required to have strict follow up and regular compliances on HR issues of the employees.
- 6. Redefining of staffing norms up to SDCA level and rotation of employees with transparent transfer policy to fill up all the SDCA:** Staffing norms exist on paper and their redeployment in field is 180 degree out of phase. Normally employee gets transfer from one place to other place leaving his chair over there but in BSNL employee get transfer along with his chair at most of the occasion leaving vacuum at old place and over staffing at new place. It is highly required to redefine the staffing norms considering, DELs, Geographic location, Potential of revenue, Area of service etc and redistribute the employees as per new staffing norms. This must be ensured that defined staffing norms must remain fulfilled at all the time by rotation of employees with transparent transfer policy like in banking sectors. Once transfer order is issued in respect of any employee in adherence to the policy same must not be cancelled/modified unless ordered by the court of law. It must also be ensured that relieving officer must relieve the transferred employee within stipulated time of one month else there should be provision to take disciplinary action against relieving authority.
- 7. Allowing expansion of landline cable network with breakeven period of one year:** there are many new colonies are being developed in every city where demand of telephone connection and broadband is generated. Expansion of landline cable must be allowed in such area to cater new customers and generate revenue with suitable breakeven point say one year.

8. **Random Vigilance action on corruptions especially in diesel utilization:** there is huge corruption in field units especially in diesel utilization which is a major of cause of revenue leakage. There is big channel involved from bottom to top in such big corruptions. Such corruption is not only the cause of direct financial loss to the company but also the major cause of breakdown of services in filed. In today technology it is not tough task to expose such corrupt officers and uproot such corruption forever. Random vigilance action is required.
  
9. **Regular in-service training to the employees to remain in synch with latest technology:** since the formation of BSNL this important area has remain most neglected. BSNL instead of providing world class and regular in-service training to it's officials to groom and updated with latest technology, have always preferred to induct outsiders for the purpose. It is highly required to strengthen the training cell of BSNL which must prepare the training calendar with regular incorporation of latest technologies and ensure that best talent recruited today must become worst and outdated for tomorrow.

Dated: 14/09/2015, at Bhopal

Faithfully Your's

S/d-

[P.N. Gautam]

Circle Secretary, AIGETOA MP