



BHARAT SANCHAR NIGAM LIMITED
(A GOVERNMENT OF INDIA ENTERPRISE)
SR CELL, Corporate Office
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F. No. BSNL/20-7/SR/2011

Dated, the 11th March, 2011

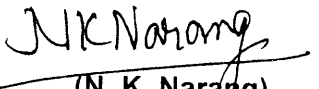
To

**The General Secretaries of all
Unions and Associations in BSNL.**

This is further to this office letter of even number dated 7th March, 2011 enclosing therewith a copy of address from Shri S.C. Misra on assumption of the charge of CMD BSNL highlighting the present position of BSNL and seeking cooperation and support of all the union leaders to bring BSNL on the path of its past glory.

With a view to compete with other private service providers and to improve financial position of the company, out of a large number of issues, BSNL management has identified certain items requiring focused action in the 1st phase, a copy of which is sent herewith. Although the list is not exhaustive in nature, yet some of the key concerns have been enumerated in the list.

I would request all the union and association leaders and their members to extend their whole-hearted cooperation and dedication at this critical juncture in carrying out the necessary processes for achieving the desired objective of making BSNL self-reliant and bring greater cohesiveness amongst various verticals.


(N. K. Narang)
Sr. GM (SR), BSNL C.O.

Encl: **As above**

Copy for info to :

Sr. GM (C&M), BSNL C.O.

✓ To
S, A. K. Misra

Items identified for focused action in 1st phase

- (a) Improving cash inflows and controlling outflows by judicious utilization of available cash.
- (b) Improving quality of service as well as customer care by ensuring timely availability of required materials, cables, spares, tools etc. as well as finances. This should be backed up by robust SMS based daily service monitoring set up.
- (c) Instituting a system of performance driven culture and accountability at all levels with focus to recognition and rewarding of performers.
- (d) Fast introduction of e-tendering system in BSNL.
- (e) Alternate methods of funding capex, e.g. vendor financing, managed service / capacity model etc., need to be fully explored before going for outright purchase.
- (f) Enterprise segment is emerging as potential source for large revenues. Fast Commissioning and rendering quality service to EB customers are the need of the hour. For this, supply of equipments, wherever necessary and close monitoring of service provisioning need to be ensured.
- (g) Proactive approach by BSNL for garnering different central government projects.
- (h) Synergization of operations at service levels between BSNL and MTNL.
- (i) Shortcomings in implementation of CDR system and inadequate support are resulting in subscriber churn as well as loss of revenue due to delay in billing. Status report needs to be called under the personal signature of CGMs/IFAs immediately for taking corrective measures on top priority.
- (j) Transfer of assets to BSNL & effective utilization of land and building assets, other infrastructure etc. for generating additional revenues.
- (k) Disposal of obsolete stores. Huge amount of money is blocked and unnecessary space is also being occupied. Moreover, items are also losing their value with each passing day. Immediate necessary action may be taken to put up mechanisms / frameworks in place within the stipulated time frame. Progress on these shall be reported by concerned in weekly management meetings.