



**SANCHAR NIGAM EXECUTIVES' ASSOCIATION**  
**Rajasthan Telecom Circle, Jaipur**

No. SNEA/Rajasthan/Corr./2020-21/55

Dated 02.01.2021

To,

**Chief General Manager,  
Rajasthan Telecom Circle  
Jaipur**

Sub: Implementation of BA guidelines in true spirit and improvement of services with effective monitoring for the betterment of the Rajasthan circle- Suggestions Regarding.

**Respected Sir,**

We convey our warm greetings from SNEA Rajasthan circle. I am conveying best wishes to you on the occasion of New Year. Under your able leadership Rajasthan circle will develop in all spheres and our esteemed customers will be satisfied utmost.

Members of SNEA understand that the role of executives is very vital in BSNL for over all development of telecom network and provide the services of world class quality at affordable prices. We are committed in making BSNL stronger and stronger in all spheres of activities and striving hard to provide efficient and uninterrupted telecom services to our esteemed customers. Also we firmly believe that our concern lies in the growth of BSNL **"GROW THE BSNL TO GROW OVERSELVES"**.

For smooth functioning of Rajasthan circle following are some of the suggestions:

- 1. Strengthening of customer service centers:** - At present due to social media available to all the category of the people, the awareness of customer has been increased, resulting in the demand of righteous service for each penny he/she spends. Customer delighted service is the key factor not only to retain the existing customers but regain the confidence of the customers in BSNL. After VRS-2019 the CSCs are being outsourced, it is necessary to keep vigilant on the functioning of the CSCs in resolving the customer grievances in time and better to keep the citizen charter with a time period to resolve the issues for the accountability of the franchisee who is maintaining the CSC on behalf of BSNL.  
At present for all services the customers have to visit at CSC and wait for his turn. In their busy schedule they have to think ten times before visit to CSC. This is the main reason that we are about to fail to provide the services to esteemed customers who are being attracted by private operators. We have to facilitate the subscriber for online request submission which may be verified by our CSC telephonically. This will attract the high revenue provider customer towards BSNL which in turn increase ARPU. In case of CFA products, the procedure of creating new customer is also on physical CAF based which may be converted on APP based for instant provision of service.
- 2. CFA cluster management:** - After VRS-2019 BSNL CFA vertical is completely transformed to outsourcing structures and accordingly clusters were formed and agencies were identified.

To retain the existing customers, bringing back the old customers and migration from ADSL to FTTH is a challenging task, where executives have to play a vital role. The executives posted at the SDCA headquarters have to build up a personal rapport with the customers especially EB and CIC customers which will help in acquiring new business leads. The monitoring of cluster management is difficult task and every fault has to be monitored up to the utmost satisfaction of customer.

3. **Rehabilitation and strengthening of Transmission Team:** - Even though there is lot of potential available in Rajasthan circle, for the FTTH, we are not much successful to grab the market due to various reasons. Strengthening of FTTH and transmission team is highly essential at this juncture to face the stiff competition from the existing private operators and to provide backhaul to the OLTs provided by TIPs to maintain 100% availability. These teams should be provided with sufficient logistic support on needy basis.
4. **Provision of FTTH connection/enrolment of new TIPs:** - Due to the convergence of technology and due the present pandemic situations high speed broadband is the need of the hour. As BSNL already ventured into the revenue sharing model (Type-II, IIA, III, IIIA, IV, V) in providing FTTH connection through TIP model, all SSAs are doing well but still a lot of potential is there as more no. of TIPs are required to enroll to spread the wings of FTTH connectivity in the circle so that the churn of existing customer base may be easily migrated to FTTH and more no. of EB business leads may generate. There is no data available in our CSC about the area of feasibility of our FTTH services. If we regularly update this data at our CSCs then the subscribers coming for disconnection of Landline may be migrated to FTTH. We may also start booking of FTTH connection online at BSNL website. SMS with link may be thrust to subscribers for information and booking of FTTH. These leads may be directly sent to TIP vendors PIN code wise. The TIP vendors should be monitored properly so that they cannot demand undue amount of ONT and fiber cable for new FTTH connection. A guideline in this regard may be issued after consultation with FTTH team and TIP vendors.
5. **Strengthening of Sales and Marketing team:** - This is the area where we have to do more exercise. At present we have mainly three sales channel, franchisees, DSA and CSC. The franchisees are involved only in CM stream. They are least interested for CFA business. There is less coordination between GSM team and sales team. Many BTSs are having low traffic but the SIM sales activity is not proper there. In many places we have poor connectivity and data speed but we are organizing Melas regularly at these locations. When the sales team informed about the coverage issues to GSM team, no prompt corrective action is being taken by them. So the Melas should be organized in consultation with GSM team depending on coverage of BTS. It is suggested to implement the mobile based Geo tagging to ascertain the Mela activity. In Rajasthan circle, most of the CFA business was being taken by DSA. But due to non-payment of commission from last two years, most of DSAs have left this business. We may utilize this sales channel for booking of CFA products by timely payment of their incentives. CSCs are our in house sales channel which take care only the subscribers who comes at our doorstep.
6. **Arrest the disconnection of LL and BB connection:** - At present the rate of disconnection of LL and BB connection is very high due to various reasons. As per feedback received from field there are mainly four reasons of disconnection: Voluntary disconnection, Poor service, Migration to FTTH, Poor facility of bill deposition. For first two reasons CSC has a vital role and subscribers may be offered for better plan and FTTH service. BSNL has stopped the printing of bills about two years back. Now bills are being sent on e-mail and SMS. The e-mail ID and mobile no. of many telephone connections are wrong. Due to which bills are not

being sent to correct person so many subscribers deposit the bills after telephonic reminder. For this reminder, dialing by IVRS system may be initiated. The bill deposition facility is also not proper for subscriber. Only educated person is depositing bill online while rest are depositing at E-mitra or BSNL counter. The billing dispute redressal system is also to be improved. We have to do root cause analysis to resolve these issues.

7. **Utilization of vacant land:** - As per the guidelines of corporate office we request your good office to kindly identify the vacant lands to utilize for commercial purpose to earn extra revenue. For this the rate of lease may be fixed on market rate basis. The land may be identified at circle level then target may be assigned to SSA. This may be widely populated among staff to generate more leads and some incentive scheme may be launched for this, if possible.
8. **Posting of DGM and AGM as SSA head:** - As per the corporate office business area merger guidelines DGM/AGM are to be posted as SSA head. At present there is no regular DGM posted at some more revenue generated SSAs. Jaisalmer SSA is very vastly spread and biggest SSA in BSNL in terms of geographical area which has adjoining boundary with foreign country Pakistan. So this SSA has strategically importance for India. But in Jaisalmer SSA no regular AGM is posted after VRS till date. This is also affecting the operational and revenue growth of these SSAs.
9. **Transfers and Postings of executives:** - For smooth functioning of HR section, it is suggested a proper guideline may be approved after consultation with the representative associations. It may be implemented in true spirit and also the sensitive posts shall be kept under rotation to arrest favoritism and malpractices. It is requested to reorganize the manpower available in all cadres in proportion to work load. The rotation of executives working in circle office and field is also equally important to understand the field issues properly. The requests of executives who were transferred to other stations on rotational basis, has to be cleared on priority basis.

The executives act as middle level managers, administration has to shoulder more responsibility in motivating the subordinate and executing the works in time. This association will always take the lead in all the issues concerning to the BSNL and it shall not leave any stone unturned in ensuring the better prospects for this company and request your good self to take care of pending HR issues and decision should be in a transparent manner, which will motivate the officers. Let us together build up BSNL STRONGER AND STRONGER.

With best wishes

Yours faithfully  
-Sd-  
(Susheel Kumar)  
Circle Secretary