

Seminar on "Sustenance, Business Promotion & Revenue Growth of BSNL"

RGM TTC Meenambakkam, Chennai - 27

KEY NOTE ADDRESS

Presented by Com. M. Gopinathan, Circle Secretary, SNEA (I), TN Circle

Dear Com President,

Today, I have the privilege of presenting the keynote address, before the distinguished guests on the dais, and the audiences who have come from various parts of Tamil Nadu.

Comrades, I would like to recall the CWC Meeting of SNEA (I), which was held on 26th and 27th June, 2009 at Shillong, in which our beloved GS Com. G.L. Jogi, set the tone for the formation of Core Committee which should function, **the way a watchdog guards and protects its master's house, in the same manner, we have to protect and safeguard our beloved company, which is not only our bread earner, but, a national telecom institution in which the hopes of millions and millions of our country men are getting quality services at affordable prices.** During the discussion, he added about **"Improving the Quality of service, curbing revenue leakage and corruption at all levels, strengthening the sales and marketing teams and proper monitoring of sales by franchises/ DSA/BSNL shopee, exploring new areas of growth and revenue generation, recovery of outstanding dues and reduction in the operational and wasteful expenses."**

In the Circle conference of SNEA(I) Tamil Nadu Circle, held on May 28th and 29th of 2011, we have announced about formation of Core Committees at SSA level and launching a new website for SNEA(I), TN Circle to create awareness among members about the latest developments in the telecom industry, telecom media, business promotion strategies and Technical Information. Accordingly the new website '**www.sneatn.com**' was launched on 25-6-2011 by our much-loved GS.

At once, Tamil Nadu Telecom Circle was divided into 3 zones and the first South Zone Core Committee Workshop was conducted at Madurai on 26.6.2011 in which **Smt.S.E.Rajam**, ITS, GM, Madurai inaugurated and gave her valuable guidelines for the workshop. The next meeting for the western zone CG Workshop was held on 6.7.2011 at Vellore in which **Sri. Natarajan**, ITS, GM, Dharmapuri and **Sri. Ganesan**, ITS, GMT, Vellore addressed the gathering.

General Secretary, SNEA(I) participating in the deliberations reiterated that, the company should introduce new business processes and mechanisms for development of business and failure in this strategic area will adversely affect the growth of the company. GS underlined urgent need on our part to adapt quickly to drastic attitudinal changes to ensure that users get quality uninterrupted services. Customer interface and quality of service are going to be the key to turning around BSNL. GS exhorted that the company has given best to everyone and it is high time that each one of us, in return, give our befitting best to the company, notwithstanding whether our career aspirations at the moment are being met or not.

East Zone CG Workshop was held on 17.7.2011 at Tanjore. **Sri. J.V. Raja Reddy**, ITS, GM, Tanjore in his address prized the concept of Core Group.

The deliberations at the three Core Committee workshops were held in an atmosphere of true involvement with commitment and dedication from all the participants and every one expressed anguish at the present state of affairs besides poor quality equipment, supply of unwanted equipments like **Gepon**, shortage of **MLLN** equipment / modems, **ADSL** modems, **PIJF** cable, **CLIP** instruments etc. and also about poor planning and indecisiveness. From the dias our members were requested to remember the guide lines of our beloved GS **“Besides depending upon the equipment component, the required transformation in respect of Quality of service and Customer interface are heavily dependent upon the attitudinal aspect of the work force and it is precisely here that the role of core committees becomes significant and very decisive.”** Overwhelming enthusiasm and response from the grass root level, made the entire effort yield astounding results in terms of crystallization of definite opinion on some crucial growth related issues. The interactions were thorough with the participants explaining some of the novel methods they adopted for solving some of the problems.

A compilation of the core committee suggestions was prepared in a booklet form, and released by the CHQ treasurer Com. **H. Muthu** and was received by Com. **R.Rajan**, Joint Secretary South / CHQ on 05-08-2011 in the Circle Executive Committee meeting of SNEA(I), TN Circle held at Chennai. The compilation of the core committee suggestions are in three stages ie. Corporate office level, Circle level and SSA level under eighteen different heads, **“Consumer Mobility, CDMA WLL, , IN and MSC, GSM-VAS related points, Consumer Fixed Access, Broadband, Leased Line, Business Promotion, Improving USO revenue, Billing and Collection, Training Centre, Online service payment (E-payment), Scrapping of un serviceable stores, CFA-NWOP, Consumer Mobility NWOP, STR related, Electrical and Civil.”** Copies of the booklet were presented to all the CGMT TN Circle, CGM STR, CGM STP, Senior officers of Circle Office and it is available in our website sneatn.com. Copies of the booklet presented to all SSA heads who attended the Management meeting at Circle office. The Core Committee at SSA level met the SSA heads with the request to take early and earnest efforts to implement the suggestions to the extent possible.

The CGM TN Circle has expressed enthusiasm to implement the recommendations. While majority of the senior officers have appreciated the points in true spirit and a few are reluctant and have no interest about the implementation of the Core Committee suggestions. The General Secretary has taken up some of the core issues with the CMD and in turn has started pursuing the same with the Circles Heads.

Now, our Circle Union feels that this is the right time to think and act on Sales and Marketing. In order to yield good result in Sales, it is decided to set a 100 days program as a self target for our Comrades.

- Conducting rigorous road shows and reconnection melas to the maximum.
- Collection of Outstanding dues.
- NPCs and Broadband penetration.
- Concentrating on Advance Rental Scheme in Broadband.
- Canvassing for MNP.
- Taking rigorous steps in eradicating DNP

- Immediate provisioning of Leased Line circuits & mtce.
- Marketing BSNL products with belongingness.
- Sale of Sim Cards and recharge coupons and
- Conducting Open Meetings to attract public in front of our offices.

We request all the members irrespective of their working positions / status to ensure that the targets are met within the said time. Further, to pass on this good message and also to motivate the grass root level employees, it is suggested that, we should conduct staff meetings at all levels. We expect this would serve as a good example and will definitely give fruitful results.

Conclusion:

Comrades!! We don't deny that we are in the midst of problems like cut in LTC and Medical Allowances and also VRS, IPO and so on..., yet it is our bounden duty to increase the sales at this juncture, otherwise, even salary cut is also inevitable. So once again, I request all of our comrades, to concentrate on Sales during this 100 days program, and make it a grand success by setting our TN Circle as a model circle to our esteemed BSNL.

Now, it would be an offence if I don't thank, our CGM TN Circle who has been very generous and magnanimous in settling our HR problems with all humanitarian considerations which has helped us to tune the mindset of our members towards Core Group Activities.

I take this opportunity to thank the organizers of the Zonal Core Group Meetings at Madurai, Vellore and Tanjore, organizers of the Review Meetings at Madurai, Virudhunagar, Tirunelveli, Salem and Erode who took great pains to convene the significant meetings.


I thank all the comrades of RGM TTC Branch for sparing all their vigor and time to host this seminar and Power-point Presentation in the most peaceful and beautiful atmosphere.

Also I thank all activists, office bearers, Core Committee Members and well wishers who made the core committee meetings purposeful and meaningful.

On behalf of our SNEA (I) Comrades of TN Circle, I swear with team spirit that we will achieve the goal set by our beloved GS Com. **G.L. Jogi** and our Veteran Leader Com. **W. Seshagiri Rao**.

Thanking you

Comradely yours,


17/09/11
(M. Gopinathan)

Circle Secretary

BSNL ZINDABAD!

SNEA (INDIA) ZINDABAD!