

CORE COMMITTEE SUGGESTIONS

ACTION TO BE TAKEN AT CHQ LEVEL

BY

SNEA (I)

Tamilnadu Circle

What is the objective behind constitution of core committees?

Core committee is basically an instrument to bring about complete coordination between the management and the work force down the level to address to the grievances of the users of the organization. Even though the concept of constitution of core committee remained dormant in a monopolized set up, it acquired extreme significance in the context of globalization and existence of free market economy.

In the present scenario where BSNL is under tremendous financial strain and there is an all round talk of enforcing draconian anti labour measures, the existence of core committees has not only become inevitable but a critical source of meeting the challenges that confront BSNL. Quality of service and customer interface are two well identified and core issues that go a long long way in arresting migration of users and enhancing the market share. Identifying and addressing bottlenecks that lead to poor quality of service and customer support is one of the big challenges before the core committees. Quality of service and customer interface, besides depending upon the equipment component, is 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.

Core committees are to function virtually as parallel managements in overseeing all the issues relating to growth of network as well as quality of service and customer interface, and, wherever necessary, create compulsions on the local management to take prompt policy/commercial decisions to take care of users. Management has to be dealt with firmly to ensure that it becomes responsive to the customer needs and deals with issues relating to both the growth of network as well as quality of service in a highly professional and committed manner.

Core committees are undoubtedly going to be the nerve centres in turning around BSNL and protecting bread and butter of telecom workers in BSNL whose future today stands threatened. Core committees can unquestionably prove to be the mightiest force in revival of BSNL provided the crucial role they are expected to play in present grave crisis is well understood and executed by them. Core committees should not be allowed to become power centres to settle petty local issues and arm twist local management. That would be dangerous and highly counterproductive. Core committees should restrict their role exclusively to growth of services and arresting customer migration by developing a strong mechanism to improve quality of service and customer interface.

G.L.Jogi

General Secretary, SNEA(I)

About Core Committee formation by SNEA(I) , TN Circle - GS, CHQ

TN/SNEA(I) acts decisively, aggressively and objectively to set the clock ticking - A path breaking initiative undertaken by our TN circle organization has started producing desired results in terms of number of critical viability related issues surfacing in the course of series of combative and mind boggling interactive sessions at the grass root level. What appeared at the beginning merely a traditional kind of approach is turning out to be a huge success, throwing up innumerable vital issues related to growth of BSNL, needing focused and single minded strategy and plan of action from policy makers in the Corporate office, Circle headquarters, and our organization at different levels.

Formulation of appropriate strategy and execution and monitoring of appropriate plan of action are going to be the next phases of the initiative. It all started with constitution of zone wise Core Group Committee (CGM), followed by holding of zone wise workshops where opinion and feedback from grass root for giving momentum to the growth and enhancing revenues was solicited. 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.

First South Zone CGM work shop comprising of Tirunelveli, Tuticorin, Virudhunagar, Karaikudi, Madurai and Nagercoil SSAs was conducted at Madurai on 26.6.2011. Smt. S.E. Rajam, ITS, GM, Madurai, inaugurated the workshop and set the tone for the work shop. She spoke about revenue generation and individual participation for turning around the BSNL, among other things. All the core group members have cogently presented their view point much to the delight of the gathering.

West CGM workshop comprising of Chennai, STR, STP, Nilgiris, Coimbatore, Salem, Dharmapurai, Erode and Vellore SSAs was held on 6.7.2011 at Vellore. Shri. Natarajan, ITS, GM, Dharmapuri, addressed the gathering. He stressed the need for owning up responsibility, personal involvement and mutual understanding. He also suggested that compact teams are to be formed for better monitoring and implementation of programs.

Shri. Ganesan, ITS, GMT, Vellore stressed the need for concentrating in the Broad band and leased lines as both of these sections are showing consistent improvement in revenue earnings. This is the time to work for BSNL with true involvement and commitment, he added.

General Secretary/SNEA(I) also participated in the deliberations by reiterating 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. He further emphasized that in order to successfully compete in the present day intense business environment, formulation, execution and close monitoring of series of policy initiatives are needed. BSNL is being surrounded by vendors who scuttle every effort towards its transformation and revival. BSNL is not having any strategy, plan of action and road map or blue print for its growth. GS also 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. Company has given best to everyone and it is high time that each one of us gives his befitting best to the company, notwithstanding whether our career aspirations at the moment are being met or not, GS urged the gathering.

EAST Zone CGM Work shop representing Tiruchirappalli, Tanjore, Kumbakonam, Cuddalore, Pondicherry SSAs, Electrical and Civil Divisions was held on 17.7.2011 at Tanjore. It was an impressive gathering. Shri. J.V. Raja Reddy, ITS, GM, Tanjore in his address praised the concept of Core Group. He added that individual effort is the only key for the success of the BSNL. He pitched strongly for the latest BB plan which is fetching high revenue and 28 % interest. He lamented that SDEs/ JTOs have stopped control over subordinates. Supervision slackness should not be there. For revenue generation, special attention is required for scrapping unwanted materials and Posts in alignments. Civil and Electrical wings have to re think about evolving and maintaining high standards. Saving in each SSA will contribute to turn around BSNL. No other organization is paying wages like BSNL. With team work and appropriate work culture we can turn around the BSNL, he added.

In all the above workshops, besides core committee members, Circle President Com. Secretary Com. M.Gopinathan, Circle Treasurer, S.Sundarakrishnan, Circle Com.V.Jayaraman and Jt Secy/South, CHQ, Com.R.Rajan also participated, giving highly valuable suggestions and making significant contribution leading to the emergence of number of critical growth related issues listed below that now need focused policy intervention.

- VAS content providers must be integrated with the Service Delivery Platform (SDP) for hassle free service to the customers.
- Addressing Problems faced by subscribers while in International roaming, both inbound and outbound roaming as well as problems with international roaming in piggyback method instead of direct roaming.
- Problems in Barring of call forwarding to other operators number.
- Under utilization of 4.5 m Huawei - IN installed at Bangalore and Hyderabad.
- Low Cost routing of ISD traffic.

The above initiative of our TN/Organization having already resulted in emergence of number of crucial issues having central bearing to the viability of BSNL need to be pushed further to reach its logical conclusion and has to culminate in a very time bound, focused and decisive strategy and plan of action to be acted upon by BSNL CO, TN/Circle and our Organization at base level throughout the Circle.

We whole heartedly congratulate our Comrades of TN Circle for their initiative and strenuous efforts aimed at revival of BSNL and fully assure them of complete support from CHQ in ensuring that appropriate and expeditious policy initiatives are taken by BSNL Co in implementating final plan of action to address the issues already listed. Initiatives already taken will go a long way in revival of BSNL and produce desired results in terms of higher growth and enhanced revenues.

G.L.Jogi
General Secretary, SNEA(I)

CONSUMER MOBILITY

Consumer Mobility Sales & Marketing

CHQ:

After sale maintenance by the vendor is absolutely required for GSM FWP instruments and Data cards. That too it is absolutely required after warranty period. At present, after warranty period if it goes faulty we are insisting the customers to purchase new one. Subscribers are ready to pay for the rectification of fault, but there is no vendor support. Hence at the time of tender finalization itself after sale maintenance during and after warranty period by the vendor should be ensured.

CDMA WLL

CHQ :

- Recently, Corporate office has begun purchasing FWT without back up battery. This is another source hardship to the customer.
- EVDO cards having facility of all India roaming except MTNL New Delhi & MTNL Mumbai serving area. For EVDO cards, MTNL Mumbai & Newdelhi area shall be covered by extending roaming facility.

IN and MSC

CHQ:

A) VAS content providers must be integrated with the Service Delivery Platform (SDP) for hassle free service to the customers:

At present TN BSNL Live, BSNL Streaming services, etc are routed through Service Delivery Platform (SDP) but content providers (Onmobile, Apalya, Minimobitv, etc..) are not routed through SDP. By routing through SDP customer's complaints can be analyzed from a single platform and also some control will be there over the Content providers. Most of the customers are complaining that content services are activated by Content providers without their knowledge in the name of out band dialing. One of the main reason for porting out is cheating subscribers by the content providers. It is tarnishing the brand image also. Since CPs are not integrated with SDP, we are not in a position to analyze the data and also complaints. Hence VAS content providers must be integrated with the Service Delivery Platform (SDP) for hassle free service to the customers.

VAS Deactivation & Activation and Changes shall be taken through CALL CENTRE

until the Service Delivery Platform (SDP) is launched in South Zone.

(Note on Service Delivery Platform (SDP)

What is SDP?

- It is a common platform where all the network elements are integrated
- SDP Provides various bearers for service Access to Subscribers
- SDP Interacts with various Content Providers through Adapters
- SDP is Accessed from the internet by Subscribers/CP'S/ASP

Why it is required?

- Existing VAS are independently connected to network elements (prbt, mobile radio, MMS etc.)
- Not possible to analyse status of data on a single platform
- Simplifies the complexity of the network.
- Ease of operation.

Need for SDP

- All content providers are connected at a single Platform
- Generation of single MIS report.
- Revenue Sharing and Bills Settlement can be done easily
- Centralized Service Creation
- Operator Control on the Services to end Subscriber)

B) Problems faced by subscribers while in International Roaming :

Our esteemed, international roaming customers are not satisfied with our service due to the cumbersome procedures involved.

How International roaming (IR) implemented in BSNL:

BSNL implemented IR through Roaming Replicator, Which allows an operator to "piggyback" onto another network's existing roaming relationships. Roaming Replicator is a SS7/MAP node with full SCCP capability

Inbound Roaming

Roaming Replicator makes the 'Foreign Network' thinks that its subscriber is roaming in 'Partner Network'.

Outbound Roaming

Roaming Replicator makes the 'Foreign Network' think that the 'Partner Network' subscriber is roaming in its network.

BSNL has been using triple IMSI (IMSI of Spice, IMSI of WB LSA and IMSI of home LSA) SIMs for facilitating international out roaming to BSNL subscribers. International Roaming customers have to follow the following procedure through STK to get roaming service in foreign.

STK (SIM Tool Kit) application for international roaming.

- After landing into foreign country, switch ON the phone and go to Menu.
- Click on Cellone or BSNL Mobile and select Network.
- In the network you will get option of National and International.
- Select International, you will get CellOne and Partner Network.
- Select the option Cellone; you will get a message - "CellOne International Selected".
- Wait for two minutes you will get the Network automatically.
- If it fails, please select the network manually. (By selecting Setting and then Network in your phone).

Problems with international roaming in piggyback method instead of direct roaming:

- Before leaving to the foreign country, customers have to personally visit our CSCs to change his single IMSI SIM to Triple IMSI SIM.
- Customers have to do the messy exercise of network selection.
- Serious problems of using triple IMSI instead of Single IMSI :

The agreement for 'Roaming Service on revenue sharing arrangement' with M/S Idea Cellular Limited (erstwhile M/S Spice Communications Limited) was expired on 31-07-2010. At present, only direct bilateral international roaming arrangement exist and West Bengal (INDWB) continues as nodal circle. Hence BSNL customers availing International Roaming Services require only dual IMSI i.e West Bengal LSA like IMSI in addition to IMSI of its home LSA in the SIM. The Spice like IMSI, as available in existing triple IMSI SIMs became in-effective after 31-7-2010. But still our customers are using triple IMSI SIMs hence the international roaming customers getting the following Menu.

Menu Step 1	Step 2	Step 3	Step 4
CELLONE or BSNL MOBILE >>>>	National		
	International	Cellone Network	West Bengal IMSI
		Partner Network	Spice IMSI (Invalid)

CELLONE or BSNL MOBILE >>>> International>>>>Partner Network >>>>Spice IMSI (Invalid). Most of the time the customer is selecting the invalid partner network IMSI. Hence the customer is not getting International Roaming. Many customer care centers are not aware of this problem. Our esteemed High ARPU IR customers are very annoyed and slowly porting out to other operators. BSNL CO already issued order vide No 55-14/2008-CMTS (Pt-II) dated 28-07-2010 to procure dual IMSI SIMs, but till date the customers are using Triple IMSI SIMs only.

What our competitors are doing:

Our competitors having direct roaming agreement for the international roaming. Hence their customers are very comfortable and feeling like in home, No need to follow any network selection procedure after landing in foreign country. Many of our customer having alternate number with our private competitor hence they are bitterly complaining about why BSNL only creating so many problems in international roaming.

Leading questions to be answered:

- Why BSNL is not having direct roaming agreement for all circle SIM ranges? If the answer is Signing international roaming agreements for all circle SIM ranges is laborious process, How our competitors are having such agreements?
- Why still we are using Triple IMSI SIM cards instead of Dual IMSI SIM cards though it is evident that it is creating great confusion among the IR customers from 31.7.2010?
- What is the problem in procuring dual IMSI SIM cards?
- Why it was not done even after one year of order vide No 55-14/2008-CMTS (Pt-II) dated 28-07-2010 to procure dual IMSI SIMs?

(Note: Corporate office has intimated that Dual IMSI is available at Telecom Factory, Bombay, but none of the circles submitted indent. But on enquiry Marketing section says that, indent placed but item not received.)

B) Problems in Barring of call forwarding to other operators number:

Hitherto, Forwarding from BSNLs Mobile number to any other operators mobile number within the LSA is permitted as per BSNL CO order number No. MOB-16/Opn-2006 Dated 04-8-2006. Many BSNL customers are enjoying this facility. We are also getting double revenue for both originating leg and terminating leg. If A and B are BSNL and B forwarded the call to C, Where C is other operator. BSNL is getting revenue for A to B and B to C. Private Operator also getting revenue for B to C call termination.

Now, BSNL CO Decided to restrict call forwarding with in BSNL and within LSA (Including ported in and non ported numbers) vide BSNL CO letter No. MOB- 16 / Operations - 2011 Dated 4th July, 2011. If this order is implemented, it will deeply embarrass our esteemed customers and BSNL may also lose the revenue.

Difficulties in implementation of this order:

It is not possible to prevent the customers from registering call divert to the private operator level in HLR, because in the MNP scenario any level number can be ported to any operator. We can only bar the forwarded call in MSC/GMSC based on LRN (Location Routing Number). This will invite many complaints from dissatisfied customers because customer can able to register call divert to operator but actually call divert will not happen.

Leading questions

- What is the necessity to the barring of call forwarding to other operators number?
- What are the benefits to the BSNL?

C) Under utilization of 4.5 m Huawei - IN installed at Bangalore and Hyderabad:

Two 4.5 million capacity Huawei IN with new features were installed one at Bangalore and another at Hyderabad long back. Till date re distribution of subscribers was not carried out due to vendor non co-operation. Huge number of capacity with new features are kept idle in these Huawei INs. At the same time other INs in southern states are heavily loaded and creating frequent problems which leads to poor customer satisfaction. This problem is to be addressed to Corporate office and action shall be taken against the vendor under tender clauses for non co-operation. Re distribution is to be carried out immediately and proper vendor support is to be ensured after re distribution.

D) Low Cost routing of ISD traffic :

For the past two years the ISD customers are charged in the ringing phase itself. This is only because of our Low Cost Routing policy from our corporate office. So the routes where ever the problem persists it may be changed to a premium route to resolve the issue. By this LCR we have already lost our ISD revenue and also brand image.

E) Discrepancies in LBS (Location based service / RTMS - Resource Tracking and Management Services):

EB wing marketed RTMS service to some elite customer despite the fact that many connectivity issues in the network. Now the customers bitterly complaining about our poor service. Though we are having two SMLC in TN Circle instead of one, we are not in a position to ensure the flawless service. Vendors also not interested to solve the issue because already AT completed for all NEs. At present, it is felt that there is no control over the vendors.

Many VAS services not included in the AT schedule, hence AT not carried out for Services like SDP & LBS.

Why VAS not included in AT schedule? To be investigated by the appropriate level. At present we have integration issue with SMLC and Huawei NEs. Now, the ball is with the Vendor.

SMLC(Serving Mobile Location Center)

SMLC solution provides the location information to GMLC. SMLC collects the required measurement data from network and makes calculations to give best accurate position value based on enhanced algorithms

GMLC (Gateway Mobile Location Centre)

GMLC solution enables GSM operators and service providers to request and receive location information from the network to be used in location based services.

LCS (LoCation Services)

LCS solution provides privacy management based on subscribers preferences such as by whom, when, where to be located. LCS also has a map engine and digital map to manipulate and display geographically referenced information.

GSM-VAS RELATED POINTS

CHQ:

- **STANDARD COMMON SOFTWARE FOR SCRUBBING MOBILE NUMBERS WITH NCPR/PCPR DATA TO BE SUPPLIED BY BSNL:** SMS campaign is found to be very cost effective activity for publicity without incurring any extra expenditure. Similarly, Telemarketing is also being carried out by BSNL on commercial basis. In this connection the scrubbing of mobile numbers with the NCPR / PCPR data is to be done frequently to comply with the TRAI guidelines. Standard and uniform **scrubbing software** across the country should be provided by BSNL since it involves heavy penalty clause as per TRAI.
- As SMS is the only internal source of marketing for the Basic services as well as Value added services. Whenever messages are to be sent to all BSNL customers, the High speed SMSC should be directed to execute it to avoid delay. Other (special lists) SMS campaign may be done by Circle marketing section, for the effective usage of the available sources.

Consumer Fixed Access

CHQ:

Rearranging the landline tariff :

- Various plans are quite confusing.
- Customers feel, it is difficult to choose the best.
- Calling pattern are not uniform continuously for any customer
- Due to the multiplicity of plans BSNL staff & officers themselves are not familiar with the plans, features, advantages and are not in a position to guide the customers

At present the tariff for the landline calls are very high compared to mobile phone tariff. Even though CDMA Tech is spectrum efficient, less SAR value and good coverage etc the public perception is CDMA is inferior to GSM. Similarly the sub do not takes into account the 3 minute per call throughout India but calculates the rate for a call made to his relative / friend's mobile. The landline to landline calls are very minimum. Public feels that the tariff of land line is very high and so nobody uses landline and only keeps for number/sentiment/ office purpose etc that too for incoming purpose only. So in order to make people feel comfortable to speak in land line the tariff has to be rearranged.

(Taking in to consideration of the latest market trends, for Repositioning of fixed line segment, Corprate office has issued instructions on 03-08-2011 to all Circle to forward the suggestions. All suggestions regarding this shall be sent through proper channel to Circle office)

STDPT segment

- In spite of high commission, market share and revenue is in declining trend
- Inadequate advertisement and publicity about BSNL STDPTs and its commission structure
- High revenue STDPTs running Call Conference business have migrated to private operators
- Low revenue STDPTs are unable to remit the minimum guarantee amount

Suggestions to improve the STDPT operators base and revenue

- Minimum Guarantee amount shall be reduced to 180 per month or at par with residential connections
- High Revenue STDPTs running call conference business shall be provided with higher commission or the slab of 42.5%, 45% & 47.5% shall be reduced to 10000units, 20000 units & 30000 units respectively
- Providing Call conference facility to STDPTs on LL
- Bundling offer with Coin Box instruments is must.(Now M/s. Navitel introduced)

CFA General:

- Provision of NPCs. / BB etc. for mtce. purpose the necessary Jelly filled cable for 10 / 20 / 50 / 100 / 200 pr Jeely filled cable is absolutely necessary for maintenance purpose.
- Poor quality jelly is being supplied with some KITs.
- Modernize landline switch with NGN within 1 year and go for prepaid plans to solve billing, cash collection, O/S dues and TRA accounting issues.
- All PSU employees may be given consessional tariff to prevent surrender of LL and BB.
- SMS based FRS system : Fault booking and fault status enquiry by subscriber, fault ordering, fault set right information by TM, after testing fault test report and closing of cases - all to be made through SMS by integrating the CDR FRS system with an SMS server at circle level. This should be coupled with SMS based on duty and off duty system
- Pending cable damage claims from private operator's is not being realized. The private operator cable damage claims were previously adjusted in the POI amount. Now it is not possible to adjust the damage claims in the POI amount, since it was challenged by M/s. Reliance. Huge amount is yet to be collected. This issue is to be addressed.

CHQ:

A) Tariff rationalization regarding:

In the recent past, it has become routine practice to issue tariff rationalization orders or new scheme implementation orders at the eleventh hour from corporate office or Circle office. Similarly extension of promotional orders will be intimated at short notice and within an hour or day extension order will be issued. After the announcement of implementation of new schemes, within a day modification orders will be issued due to technical reasons. Officers at other end should know that CSC employees are front end employees and they are the personnel dealing subscriber directly. They should be given sufficient time to absorb and assimilate the new tariff and schemes. Failure to provide breathing time to CSC staff is creating an impression that BSNL personnel do not know about their own product. There should be perfect interaction by the S&M wing with the CSC / Field personnel. Mere posting the order in the website and instructing the other section personnel will not yield good result. Finally after the intervention of the SSA GMs modifications are taking place.

B) Sales of Data cards / ADSL modems etc.

Now we are selling Data cards / ADSL modems with one year warranty. After one year, if the Data card or ADSL modem goes faulty we are requesting the sub to purchase new one. No after maintenance arrangement for BSNL sold products. This is being criticized adversely by the subscribers and even they are under the impression BSNL is cheating them. They are ready to pay the repair cost. Hence in future the vendors supplying the item should be insisted to have after sales maintenance arrangements in all part of the country.

Broadband, Leased Line etc.

CHQ:

- Purchase of new 64 Port DSLAM (Under NG BB project) can be avoided, since plenty of 64 port and mini DSLAMs are already working in the filed. When higher capacity DSLAMs are supplied and installed, these available mini DSNAMs can be reused for small areas. This avoids scrapping of available mini equipments. This will help to equip single DSLAM in a site, minimizing requirement of OFC fibres.
- There is no compatibility between DSLAM equipments purchased. Broadband equipment cards purchased in Multiply Project is not compatible for use in equipments purchased in 3 Million Project. The cards purchased under 3 Million Project will not be compatible for the equipments we are going to purchase in the future projects. There is no compatibility even among the vendors who supply the same capacity of equipment in the same purchase order. Hence DSLAMS are to be procured from a single vendor so that a unique maintenance procedure can be adopted and control of vendor will also be made easy.

- Equipments already purchased in the 3 Million project, racks are having spare position and by simply adding cards we can increase the capacity of Broadband without any extra infrastructure requirement (Space, ip address , SFT module, OFC medium, port at the Tier 2 switches).
- More than 60% capacity can be added by purchasing cards alone and utilizing in spare position in 3 Million Project DSLAMs.
- 960 port equipment supplied by the vender is not actually 960 port. Only 2 nos of 480 ports are mounted in one frame, and both equipments needs separate connectivity to Tier II switches wasting our transmission resources ie. Fibres and Tier II ports.
- Broadband modems are purchased from different vendors with different make and model. Broadband modems supplied by vendors are not identical. If modems supplied are identical, replacement and maintenance will be easy. Configuring the modems by explaining the subscriber over phone will be also easy.
- Most of the time, the broadband modems are going out of order due to the power adapters fault only. After the one year warranty period, the customers are now insisted by BSNL to purchase a new modem at a cost of either Rs 1100/- or Rs 1900 /- according to the requirement of TYPE of modem. For an adapter failure the sub is forced to purchase new modem. Subscriber is ready to bear repair cost or cost of adapter. Availability of adapters for replacement can be made at BSNL customer care since the adapters are not available in the market.
- Assured speed is not getting in broadband when connected through international gateway.
- Purchase of software from IT companies can be avoided, since BSNL itself is having more qualified Engineers. Hence they are to be deployed for software development and R & D.
- Maintenance of other company networking (Both in India and abroad) has to be explored by DNW New Delhi to increase the revenue. Wipro, TCS, Cognizant are presently doing.
- Inventory Control Management software is to be incorporated with ERP like HR Package is to be introduced so that unutilized stores available in one circle / SSA can be diverted to other circle / SSA.
- ERP package to be implemented effectively in all circles as soon as possible so that inventory control can be monitored.
- To retain the ILL customers and new customers, decentralization of sanctioning power up to Rs. 5 Lakhs to be given to the Head of the SSAs and up to Rs 10 Lakhs to the head of the Circle.
- Traffic decenarlisation power has to be given to CGM circle.
- We are paying heavily to private operators viz TATA, BHARTI AIRTEL, RELIANCE for owning the backbone IP gateway Bandwidth. To avoid this we have to enter into ILD operations by owning a separate Core BANDWIDTH for International Operations. This is very important. Because these private operators are giving more competition at SSA level for getting ILL customers and one side we succeed them in getting ILL customers for lower tariff but the other side 2/3 of the amount we are spending to these private operators in getting International BW.

- LOW Speed Problems in ILL and BB customers are faced by all Circles and SSAs.
- It is need of the hour to augment the international Gateways to survive in the competitive field because broadband is having high ARPU.
- IPv6 is to be implemented in BSNL. Hence the procurement of BB CPEs and other network elements are to be checked for IPv6 compatibility.
- Customers are not able to update their CPEs firmware from the vendor sites. Hence actions are to be taken to host all firmware, patches, user manual of all models in our web site www.bsnl.co.in
- Moreover, customers are accustomed to check the speed test from www.speedtest.net. Hence BSNL has to host a speed test in www.speedtest.net for our BSNL customers. And also to host speed test in our website www.bsnl.co.in like airtel has done.
- USO Fund Exchanges are to be increased in all circles.
- GoD (Games on Demand service) and Hungamma service unde BB VAS is to be controlled immediately. Since they are renewing the customers without their knowledge and also without their confirmation. This is adversely affecting the face value of BSNL and customers are coming for refund of Rs. 200 only after a bi monthly bill interval. But we are not in a position to refund them.
- Revenue sharing of all VPN Circuits Point to Point and MPLS VPN Circuits are to be shared between all circles and concerned SSA's irrespective of billing at the A end Stations.
- Turnkey projects are to be avoided and revenue sharing of equipments (Managed capacity model) to be adopted like private vendors. i.e Vendor will install and maintain and we will provide the service. Revenue sharing may be adopted. Because of this we can save expenditures in incurring AMC of the equipment and one time investment in procuring the same. This has to be given priority since all electronic equipments have no depreciation value.
- BB Fault escalation mechanism is to be streamlined in all circles.
- AMC of all the vendors are to be clearly well defined and preventive maintenance of the DSLAMS are to be done by all vendors in all circles.
- The category of Business class and Home class are to be removed.
- At present, no Unlimited plans in P-2 DSLAM except home 625 & H750. Business establishments in rural areas cannot have U/L plans. Hence new U/L plans for business class should be launched or else Plan 850, 1350 the bandwidth should be made available for rural business class without differential bandwidth (higher speed up to certain GB and lower speed beyond that).
- Prepaid Broad band is consuming exclusive ports. At present there is no mechanism to check whether a Prepaid BB Customer keeps his account active or not. Hence one port is reserved and kept idle for non active prepaid BB customer. A way has to be found out to de activate the idle prepaid BB customer's port after optimum cooling period. So that DSLAM ports can be utilized judiciously. Within some validity period if the sub is not recharging, some mechanism should be provided to disconnect that port.

- Unable to provide additional static IPs on charge basis to customers with low end plans. Technical modification to provide additional static IPs to customers.
- Too many plans that makes it difficult for the customers to choose the appropriate.
- Uploading can be increased to 1 Mbps.
- Static IP is also to be offered free of charge to high end plans
- Competitors are offering plans similar to BSNL BB as a dedicated leased line with fibre as last mile connectivity. Hence we shall also provide BB unlimited plans on copper or fibre or RF which will be at 50% rate of our competitor.
- Empanelled vendors are essential with rate lists approved by circle or corporate office.
- MPLS VPN is being given by Tulip & Tata. Modems and hard wares of low end routers are also being supplied by them, we in BSNL should also arrange for supplying hardware. Their rates are irrespective of distance while providing leased lines. More PE routers, QMH cards, MLLN modems are required to put through the circuit.
- Local lead charges & channel rent are to be waived off permanently. Now case by case approval is being got.
- Regarding ECT approval. Now it is approved by Corporate office comparing private operators tariff. If possible powers can be de centralized at Circle level.
- In Long duration payment BB scheme, Option should be there for changing this option before the validity of commitment period or for changing to some other plan within commitment period.
- A software MOTIVE, for dealing TR59 and TR69 complaints should be discontinued. As this will definitely save money to BSNL. This "MOTIVE will not support Window7, Vista, MAC, Linux and other platforms and majority of the sub cannot use it. Also time taken by it to restore is enormous .This causes additional work to the staff dealing BB complaints. It is learnt that we are paying Rs. 1000 per connection per year. Previously in DOTSOFT we have to activate manually but in CDR, MOTIVE is activated irrespective of which operating system the sub is having in PC. Tremendous pressure is applied by the Corporate office to implement this application.
- Wimax can be provided in technically not feasible areas, but the customer feels that modem cost is very high. Some solution is required to solve this issue.
- An important factor to be taken is " IPV6 " plat form. It is reported that DSLAMs supplied by HUAWEI ,etc will not support IPV6 implementation and UTSTAR will support after up gradation. ZTE is yet to respond to the call. Also some of the routers in BNG also does not handle IPV6 request. These problems need to be addressed in time.
- Another point of concern to be emphasized is the quality of the CPEs supplied recently by new vendors like Syrmatech, Teracom etc. These CPEs have compatibility issues with some DSLAMs of P2.2 project. Also adapters supplied are of low quality. This leads to poor quality of service and also annoys the customers.
- MPLS nodes should be installed in all the LDCAs. This will be economical and reduce the OPEX as BB,ILL,WIMAX and now 3G are to be connected to this Broadband IP network. Also QOS will be good, if International Gateway is augmented.

- Procurement of MPLS-VPN / Leased line modem has to be stream lined so as to avoid delay in providing the Data circuit.

BUSINESS PROMOTION & MARKETING (BP&ME) ACTIVITIES:

CHQ:

The fund under BPME was drastically reduced during the month of September 2010. All Marketing Advertising / Campaign activities have come to a stand-still. The presence of our BSNL was not felt due to **“No Marketing Activity”** during the **last 10 months**. For the financial year 2011-12 only around 4.23 Crs have been allotted to TN Circle against the budget projection of Rs.16 Crs. With this 25% of the projected funds no ATL (Above the Line) activities viz. release of print/electronic media advertisements, hoardings etc. could be carried out for publicity. Only BTL (Below the Line) activities like distribution of pamphlets, hand bills etc. are being carried out to publicize our products/services. Sufficient funds shall be provided for BP&M activities and the financial restrictions are to be analyzed and it should be in a realistic manner to meet out the cut throat competition faced in the market with other operators.

Online service payment (E-payment) :

CHQ:

- At present on line payment is available for subscribers having internet banking. Bill payment through credit / debit cards in online payment facility is required. Like TNEB e-receipt should be issued for subscribers paying money using on line.
- Arrangements is to be made for On line payment of all types of bills pertaining to Enterprise Business to avoid delay.

CFA-NWOP

- It is observed that there is short supply of OF Cables. But lot of PLB pipes is laid along roads and are now idle. In Nagercoil SSA itself more than 60 KM pipe laid and waiting for OF Cable allotment. But still Circle is giving PLB pipes for laying and they are not supplying Cables. Laying of 1KM of PLB pipe makes an expenditure of approx 1.5 Lakhs. Without giving Cable why the PLB laying was done. This should be stopped or sufficient OF Cable is to be supplied.
- There is a shortage of VMUX ports for providing leased line circuits. So procurement of VMUX equipments is necessary.

- DOT time standard for allotting fibers to Circle wing is to be changed. 90% of dark fibers should be utilized for revenue generation.
- For all OF Systems, purchase orders issued as a package (eg.) ADM CPEs with equipment racks and sub racks. As most of the systems are installed at O/D BTS sites or in Exchanges where the space is available in working bays, the racks supplied with equipment are kept idle by the side of Staircases.
- There is no co ordination with SSA, STR and STP in allotting fibre and laying cable. At several places where dark fibre is available with STR, SSA or STP is laying cable. In some other places SSA and STP are laying cable in the same route. Thus huge amount of money is wasted just due to lack of co-ordination.
- NH, PWD, SH is asking Track rent for the Cables. This should be dealt at higher level and payment of Track rent should be avoided. Also NH authorities are not giving permission for digging. This creates difficulty in commissioning of new BB DSLAM's and new IMPCS sites. The Central Ministry has given instructions to permit the OF laying in NH routes. This should be taken with the NH authorities and should be solved. As directed by CMD periodical meetings at higher level are to be conducted with NH / PWD / SH authorities.

STR

CHQ:

- Performance of new equipments shall be checked well before the purchase rather than testing at the field after installation (eg : UTL equipment). The vendor is performing R & D operation at the site to meet the requirement.
- Hardware requirements for new systems are to be planned after getting input from field and equipments must fulfill the actual needs. (Eg.: FE PORT, GE PORT, STM 1 PORT etc.).
- Purchase of obsolete and out dated equipments shall be stopped.

General :-

- TAC (Telephone Advisory Committee) shall be dispensed with.
- 3G and GPRS facility is to be provided for all executives in service mobile numbers.
- AMC for the maintenance of C Dot MBM, OCB and other new tech switches shall be stopped immediately. It can be well maintained by our staff.
- Dynamic locking facility in CDOT - Local barring using dynamic locking will bar level 9 and 0. Now level 7 and 8 are also given to mobile service. Using the present facility this levels cannot be barred. Action shall be taken to settle this issue in consultation with CDOT. Corporate office has to issue necessary instruction.

- Purchase of obsolete and out dated equipments shall be stopped.
- 3G data card usage - No Thresh hold alert intimation like Broad band is available. Consumers wants this alert to be sent, while they crossing their free limits.
- Since IP Tax already commissioned in most of the places Vendor training is must for better maintenance.
- Project Sanjay is to be implemented in true spirit. In several SSAs it is not implemented in the right sense. Case by case before implementation (Physical / Expenditure) of the project and after implementation is to be verified. Several SSAs are merely diverting funds for payment. Responsibility shall be fixed and action shall be initiated for completion within the time frame. This is the main area which is consuming un necessary expenditure.

Electrical

I) Energy audit as Business for BSNL

Why Energy Audit ?

The main aim of Energy audit is

- To determine the ways to reduce energy consumption per unit of product output
- To lower operating cost
- Optimize the use of energy for effective energy management
- To minimize energy costs / waste without affecting production & quality
- To identify the energy conservation opportunities
- To minimize environmental effects
- To set benchmark (reference point) for different equipment
- To identify the specific energy consumption of the equipment
- To evaluate the performance of the equipment

Need for the audit

In any type of industry the top three operating expenses are Energy, men (Labor) and material. Among these the energy is the potential cost saving component,

So Energy Audit will help to understand more about the ways energy and fuel are used in any industry, and help in identifying the areas where waste can occur and where scope for improvement exists.

This audit will focus on energy cost reduction, preventive maintenance and quality control which are very important for production and utility activities.

This audit will help in analyzing the cost of various type of energy, availability of energy,

reliability of the available energy , optimizing the energy requirement, identifying the energy conservation technologies and retrofit for energy conservation equipment.

Type of Industries to be audited

Energy Intensive Industries and other establishments specified as designated consumers by Bureau of energy efficiency is to be audited

- Aluminium
- Fertilizers
- Iron and Steel
- Cement
- Pulp and paper
- Chlor Alkali
- Sugar
- Textile
- Chemicals
- Railways
- Port Trust
- Transport Sector (industries and services)
- Petrochemicals, Gas Crackers, Naphtha Crackers and Petroleum Refineries
- Thermal Power Stations, hydel power stations, electricity transmission companies and distribution companies Commercial buildings or establishments

Scope of the energy audit

The Scope of energy audit is verification, monitoring and analysis of use of energy including submission of technical report containing recommendations for improving energy efficiency with cost benefit analysis, identifying the economic viability of the product, an action plan to reduce energy consumption and recommendations.

Energy audit as Business for BSNL

Already BSNL is having Enterprises business wing which is providing telecom solutions to various IT companies and other Government organizations. As an integral part of the business we can provide energy solutions to them by way of conducting energy audit to their firm.

While offering Telecom solutions we can offer them to support on the designing aspect and capacity selection of UPS, Air conditioners Lights and fans and Engine alternators for their equipment with a nominal cost . The cost can be included in the bid. Even if we do at nominal cost it will be benefit for BSNL.

Further lot of government organizations are calling tenders for conducting energy audit to their firm/client. We can also participate and conduct energy audit at a reasonable cost.

Already Electrical wing in Kerala is conducting Energy audit for High court, LIC and banking sectors and earning for BSNL.

II) Closing down the Electrical Stores & Streamlining the procurement of materials to prevent financial loss to BSNL

As of now Electrical Stores like A/C units, light fixtures, fans and Cables are being procured through DGS & D rate contracts, stocked in stores, and issued to works as and when the need arises.

Of late it is seen that the rates of DGS&D are much closer to the market rates and in some cases like A/C units the cost is higher than that of the reputed manufacturers and also the materials available in the local market are far more superior and suited for our installations besides the inherent advantages listed below:

1. Market price is less than DGS&D.
2. Advantages of Off-Season rates can be availed.
3. Installation can be done by local & authorized dealers.
4. Availability of good service dealers locally.
5. Ease of claims on warranty and quick response.
6. Ready availability of spares, which is almost absent with the DGS&D firms
7. Items can be procured from reputed brands, thus having flexibility in the makes of equipment and wide range of models.
8. Latest models can be procured as & when launched in the market, thus taking advantage of the latest technology
9. AC units purchased from the open market are guaranteed for 6 years by the reputed manufacturers like Voltas, LG etc (Prescribed life of AC units is 6 years as per BSNL orders).
10. Can be procured at rates less than market, rate if we go in for competitive tenders for bulk quantities.
11. Some manufacturers are even offering buy-back arrangement for the old used units which will definitely fetch a higher price than that offered for auction through MMTC or other accredited agencies.
12. AMC can also be entered along with the bulk purchase order, thus ensuring the trouble - free performance and quality spares from OEM dealer at lesser cost compared to the present system.
13. Manufacturers can be empanelled for supply of units based on proto-type approval, which can be reviewed periodically, as done for Package AC units.

Disadvantages of DGS & D items:

1. Rates are much higher than market rates.
2. Rates once fixed are not revised for almost a year, hence advantage of price reduction.
3. Bad performance of the equipments / items procured through the DGS&D rate contracts
4. Frequent failures.

5. Poor response for the service calls from the DGS&D firms.
6. Adverse remarks and negative feedback for these items from the exchange maintenance authorities.
7. DGS&D purchased AC units are guaranteed for One year only.

It is not denied that in earlier days, the stores were needed in view of urgent and enormous requirements due to huge new construction activities and installation of large number of RSU / Main exchanges and the paucity of suppliers/vendors/dealers in the local markets and the time consumed in the procurement.

Also a lot of working capital is blocked in the stores which may work out roughly Rs.100 crores per annum.(Rs.70 Lakhs for each stores and minimum 7 stores per telecom Circle). As we know, that due to intensive competition from private telecom players, the wise decision of BSNL will be to reduce the blocking of money in non moving items and put to the benefit of the Organization.

With the changing environment, ready availability of almost all the electrical items with the reputed manufacturers and their local vendors /dealers and also due to the day to day reduction in the rates due to market competition, it is sure that BSNL will be benefited financially.

The Civil wing administration has taken a policy decision to close down its stores long back.

It is also pertinent to mention here that BSNL has already issued orders, stopping purchase of all stores (except Electrical items) through DGS&D for the above said reasons. Hence it is suggested for stopping the procurement of Electrical items through DGS & D firms and instead draw up rate contracts with reputed manufacturers.

Besides the core committee also requests for closing down the existing electrical stores as its operation is totally in fructuous besides causing the recurring expenditure, due to rental of storage space, Depreciation, locking of capital, expenses for watch and ward and also enormous burden on the existing JTO(E)s in maintenance of stores, due to large scale shortage of JTO(E)s.

Civil

Utilization of Manpower available in Civil, Electrical and Architecture wings:

CHQ:

- By Merging these wings with Telecom Mainstream, they can be utilized for Marketing, maintenance of Buildings, PowerPlant, Battery and AC plants etc. The Present

officials, who are working in the above fields, can be utilized purely for Telecom technical areas. The establishments for the different wings will no longer be required. By this way huge expenditure involved in maintaining the establishments of different wings will be curtailed.

- DOT has given presidential order to make over real estates at vital places for their TERM cell utilization (Eg. PGMT office building at Ethiraj salai, Chennai.). This is to be taken up at higher level.