

**Shri R.K. Upadhaya, C.M.D., BSNL address in the OPEN SESSION
of 4th All India Conference of AIBSNLEA at Nashik on 11th
November, 2013.**

Shri R.K. Upadhaya, C.M.D., BSNL in his address expressed that this gathering is the backbone of the BSNL and having more than 80% of the workforce in the Telecom Engineering, Finance & Accounts, Civil / Electrical / Architect/Telecom Factory units is the middle management and members of the AIBSNLEA. Welcomed Mr. R. Sapkal, CMD, Sapkal Knowledge Hub, Nashik as a guest and acknowledged his contribution and support to hold the Conference. He expressed his gratitude for inviting him for the function and giving an opportunity to address the large gathering of middle management who are the part of BSNL family. He also expressed that he is privileged to address all the trade union leaders of BSNL and MTNL.

He mentioned that he has gone through the published programme of the AIC scheduled upto 11.00 p.m. which indicates that how serious is the Association about the viability of BSNL and welfare of its members and appreciated AIBSNLEA for conducting its' meetings upto midnight for the interest of the organization. He mentioned that the BSNL Management is also equally serious about the meeting and concerned about its outcome. He expressed that the message he gives in the conference will reach to each and every members of the BSNL family through the participants. He mentioned that every one of us are aware that customer service is the main aspect for the growth of the organisation and can sustain in the competitive market and we are also aware that what we all are doing. He mentioned that many things which he may not be able to express can be expressed by the leaders, which will touch the hearts of the participants more than his words. He stated that there is no need to say that how great the BSNL is and mentioned that everyone should be proud to be a part of the BSNL. He mentioned that when 10-15 million connections were adding in the industry many youth could get job in the Sales and Marketing sector of private sector, but, BSNL could not take benefit of it, due to not allowing the BSNL to complete its tendering procedure and procure the required equipment. BSNL was not allowed to commence GSM service upto 6 years from its introduction and commencement of GSM service by BSNL has changed the scenario in real sense and it become the service of common man with reduced market tariff and BSNL become no.1 Telecom. Service Provider in the country within one year after become handicap for 6 years. He mentioned that this was possible due to the efforts of every one of you. He opined that had BSNL could have allowed to procure the required equipment in time, the situation would have been different than the present 14% market share. He mentioned that past is past and we can learn from the past and cannot re-create it and still there are many opportunities. He mentioned that

everything is not lost. The only need is to re-create the enthusiasm and introspect it. We have to understand the reality.

He mentioned that with the presentation of Financial Status of the BSNL by the Director (F) has de-moralized everybody, but it is the reality. He stated that the presentation of Director (F) is true to some extent. We can take it in either way. Either we can take as everything is lost and wait for a miracle or demise to happen or wait for the mercy of the Govt. He opined that Govt. may extend help to BSNL. However, he questioned that do we want to be a part of the company working on the mercy of the Govt? He mentioned that a company like BSNL with PAN India presence cannot run with the mercy of Govt. BSNL which has more than 2.44 lakhs of employees throughout the country and their family is living with the earnings from the BSNL. He also mentioned that, if we consider the third party employment then there are more than 700 to 800 companies existing in the Telecom Sector with its huge number of employees and families fully depended on the BSNL. He also mentioned that if BSNL stops procurement, then these companies will automatically stop working. He mentioned that huge company like BSNL cannot run with the mercy of Govt. It can continue to give a livelihood only by the joint efforts of every one and he opined that from the enthusiasm shown by the members he is sure that it is possible to strengthen the BSNL and make it a No.1 Telecom Company of the country once again.

He mentioned that AIBSNLEA and other unions / associations have been given freedom to meet the CMD at any time even without appointment. He also stated that he has already given instructions to the personal staff that as and when demanded appointment should be given to these associations by re-arranging the other appointment. He also mentioned that he gets the opportunity to know about the activities of the company and the ground realities in the field through these great leaders present on the dias, due to which management gets opportunity to initiate remedial plans and actions for the improvement.

CMD reminded that what has happened to the market before 2 years, there are multiple licences got cancelled, there are various corruption charges, continuous inner fight between the competitors of the BSNL, taxation issue, many competitors left the industry and its effects on the BSNL and the advantages and dis-advantages in the turbulence.

CMD mentioned that the vision of BSNL is to bring latest state of art technology in the country and so far we kept the status of number one company to bring the best and latest technology of Telecom Service in the country. He reminded that when the BSNL converted from the Govt. set up, it was a full fledged landline company. He also mentioned that we all are aware that there is no alternative of landline where there is least competition in this field. He re-iterated that we need to revive the landline business, where there is no competition whereas in the GSM field we have to face heavy competition. Being the Govt. Company we are changing and we changed a lot within the past 12 years. Though we have

improved a lot, there is a need of lot more to improve in marketing, sales and customer care continuously. He pointed out that somehow we left the landline business being the old, with a view that GSM business can earn profit. He also stated that earlier we thought that we need not do anything and now the situation has come that now there is nothing left out to do. He mentioned that we have invested crores of rupees in the form of copper cable. We have 38000 digital telephone exchanges in the country out of which 26000 are in rural areas. He reminded the day when the heavy targets were fixed in the landline and we completed in time and also questioned, where is the enthusiasm when we were commissioning the exchange within hours and meeting demand online? Is it just because the mobile service has come which is installed by the vendor and we need not do anything? He mentioned that there were lot of difficulties in the GSM service. There was no straight forward system of procurement of equipments, there was acute shortage of GSM equipment, copper cable, Broadband Modems, EPBTs and now with co-operation of every one of you and the efforts and support of the Board of Directors, staff working in the Corporate Office, BSNL management has streamlined the procurement procedure and have finalised the tenders. He mentioned that it was possible because of your support and strength due to which he could take such a stand that if the tender procedure is failed, he will retract with the support of his team. He mentioned that now BSNL got success in finalizing almost all the tenders and now 99.9% tenders floated by the BSNL Corporate office is getting success. The procurement of large quantity equipment have been streamlined which has boosted the morale. He also mentioned that till the equipment supply is commenced, the requirement of the field will be met by diverting the equipment, wherever possible.

CMD mentioned that the TDM based telephone exchanges which has almost expired its life and finding it difficult to maintain has to be modernized for which IMS based NGN equipment as already been procured and the equipment started arriving. He requested all to make arrangement for the infrastructure required for the NGN equipment and support the BSNL management in fulfilling it's task. He mentioned about the additional benefits of the NGN switch, where there is a less power consumption, space and manpower. It will also help in providing many additional benefits like CUG in landline as in the case of GSM to the landline customers. He pointed out that revival of landline is the most needed task where there is no heavy competition and the profit is also more in landline services as compared to GSM services. We have to continue the mobile service also to remain in the field. He re-iterated that BSNL cannot exist without landline services. He mentioned that BSNL management requires the support and co-operation of every employee to fulfill the commissioning of NGN switches and to maintain and improve the landline service. He also mentioned that wherever there is problem, go back to the basics like monitoring the repeat faults, etc. Technology based support will always be there, but the action has to be initiated by the field staff and officers only. He mentioned that the old system of maintaining the

landline has to be adopted, as the landline is the only business for BSNL to survive and earn the profit. Every one of you are leaders and middle management. You should be proud for being educated. He mentioned that there are 1.2 billion population in the country out of which how many are educated and you should be proud that every one of you got the opportunity to get the required education.

CMD mentioned that Govt. is supposed to be a model employer and BSNL is a more model employer. We have inherited many problems due to the conversion from Govt. setup to BSNL. 13 years of period is too less for a person's life and also for the company to grow. He mentioned that in the world wherever the monopoly of telecom has broken a corporation has been formed and a period of about 5 to 10 year time is also given for it to become commercial company. The entire process of accounting even the attitudinal changes are taken place. Lots of investments are done in the human capital to change the attitude and the opportunity of VRS also given in those countries. BSNL has not even been given such opportunity by the Govt. BSNL has been formed in 2000 when the mobile licence has been given to the private operators in the year 1994. As such BSNL could not get sufficient time and we have to run now to reach to the level of our competitors.

CMD mentioned that we don't want to be history and want to be remembered by the generations to come. He mentioned that when there was a real threat to the company every one of you had rose to the occasion and we are one and we will fight together. He stated that all the HR issues mentioned by the GS AIBSNLEA will be resolved. There is a threat for BSNL and we have to jointly continue to fight against the Govt. He also stated that some time BSNL management is requesting the leaders and taking their help in putting the legitimate demand to the Govt. and these leaders are always coming forward for the same. Even certain things are brought to the notice of the management by these leaders to take up with the Govt.

He also mentioned that with the pursuation of the BSNL management with the Minister of Communications, the matter has already been taken up with the Prime Minister of India and Prime Minister has formed a committee with Group of Ministers and the issue of MTNL pension and refund of BWA Spectrum has been finalised within three meetings of the committee. He also mentioned that there is a good relation by the BSNL management with the administrative ministry (DoT) and co-ordination between the BSNL and MTNL and expected that the same will continue. Many other issues like proper utilisation of towers, vacant space, etc. are in process within the ministry with short term and long term targets.

CMD mentioned that BSNL is having over staff and the reality is that 52% of the earning are paid towards the pay to the employees. In order to maintain the system and pay the salary for these many employees, only pure telecom revenue will not be sufficient for the BSNL.

CMD mentioned that, it is a true fact that the condition of BSNL is very bad. But, whatever may be the reason, the losses are reduced. It is a positive indication that improvement is possible. The improvement of 2% to 3% is not sufficient. It is important that all is not lost, there is a lot to go. He mentioned that instead of pointing on somebody else, analyze that what you are doing is correct or you need any change?, if the answer is yes, change yourself. Please talk to yourself and ask yourself that whatever I have to do for BSNL am I doing it? He mentioned that take pride on yourself and the organisation and consider your colleagues as part of your family and work together and go ahead, the BSNL management is with you, success will follow us.

With this once again CMD thanked everyone for giving an opportunity to address the gathering and express his view.