



# **SANCHAR NIGAM EXECUTIVES' ASSOCIATION KERALA CIRCLE**

**(Recognised Majority Association of Executives in BSNL)  
SNEA Bhavan, Dharmalayam Road, TVM-695001**

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**No. SNEA/KRL/CGM/2015-17/84 Dated 03-01-2017**

**To**

**The Chief General Manager Telecom  
BSNL, Kerala Circle  
Thiruvananthapuram**

**Respected Sir,**

**Sub: Request to recognize the performers rather than punishing them in the era of  
“Perform or Perish “and “PRP” – case of transfer of executives from Kerala Circle, reg:**

It was reported in media some days back that Hon. Minister of Communications, during the last HOCC meeting, had asked BSNL management to discuss about the feasibility of introducing Performance Related Pay in BSNL to improve its financial performance and to stay competitive in Telecom market. It was also reported by many print media, quoting our respected CMD, that BSNL would soon link salaries to the performance of its two lakh employees from the year 2017 based on the recommendations expected from the third pay revision committee (PRC) for CPSUs, even as our company remains to be on track to achieve a 15% market share this fiscal year.

The intentions of the government may be to put extra pressure on CPSUs to perform much better and produce fruitful results so as to make up for the losses it has incurred in the past. Of course, the reasons for incurring losses by the company consistently over the years should be analyzed in length and breadth, but Kerala circle has been performing consistently over the same period, steadily increasing revenue and profit. Definitely, motivations like performance based incentives to employees in a company like BSNL can bring change in the mindset of the employees spread over different and difficult terrains of geographical India. Instead of accepting and encouraging the achievements of this small circle, by implementing employee motivational programmes, the management has been disturbing its employees in the best performing circle by releasing routine transfer orders to executives to move to far away and difficult stations in the name of long stay and staff shortage in such loss making

circles. Executives in Kerala circle are posted to far away stations during their promotions. DEs and SDEs are shifted to difficult stations in the name of longer stay in the circle. Thus our executives are always at receiving end as far as transfer and posting is concerned due to the location of our small state in the southernmost tip of peninsular India. We strongly believe that our executives deserve much more consideration than this for their sincere, dedicated, result oriented and meritorious performance for enhancing the revenue prospects consistently from this small telecom circle.

It is known to all in BSNL that Kerala circle occupies over 10% of BSNL's customer base and possesses the highest land line connection among all other circles with a customer base of nearly 22 lakhs. In the mobile segment, BSNL Kerala is the second largest operator in the State with a customer base of over 80 lakhs after Idea Cellular Ltd. In terms of number of connections including basic and mobile, Kerala circle occupies third position after AP & UP East Telecom circles. The revenue contribution of the circle is more than 10% of the total revenue for BSNL in the country. Kerala Circle always occupies the top position among all other circles as far as revenue, growth and profit making is concerned. The following figures tell us the success story of Kerala Circle. **See the gross revenue, revenue vs executive, revenue vs population, revenue Vs asset ,market share in respect of all Circles.**

Sl No.	Telecom Circle	Gross revenue Q1 2016 (Crores)	No. connections as on 31.08.2016 (Basic + Mobile)	Population (Lakhs)	Revenue Vs Population (Rs.)	No. connections %	Market Share %	No. of Executives	Revenue per executive (Lakhs)
1	Kerala	422.45	10262356	360	11.74	9.61	27.91	3132	13.49
2	Andhra Pradesh	361.74	10988554	890	4.06	10.29	14.68	4478	8.08
3	Maharashtra	346.81	7618376	1016	3.41	7.14	8.89	4666	7.43
4	Tamilnadu	309.14	8340933	603	5.12	7.81	12.03	3402	9.09
5	Karnataka	267.47	8185671	629	4.25	7.67	12.92	3519	7.6
6	Gujarat	208.47	5091413	643	3.24	4.77	8.06	2504	8.33
7	UP East	185.33	10309514	1513	1.22	9.66	10.97	1825	10.16
8	Punjab	172.57	4654892	312	5.52	4.36	14.01	2291	7.53
9	Madhya Pradesh	171.9	3683814	785	2.19	3.45	8.45	2040	8.43
10	Rajasthan	168.36	5344169	739	2.28	5.01	8.82	1874	8.98
11	UP West	143.41	4011372	694	2.06	3.76	9	1314	10.91
12	West Bengal	136.13	1787485	795	1.71	1.67	4.3	1710	7.96
13	Haryana	104.74	3673373	278	3.76	3.44	16.9	1072	9.77
14	Orissa	94.16	4858232	428	2.20	4.55	15.92	1077	8.74
15	Bihar	83.25	2824935	1052	0.79	2.65	5.36	891	9.34
16	J&K	67.14	1528896	126	5.35	1.43	15.67	449	14.95
17	Assam	60.82	1560838	328	1.86	1.46	7.98	832	7.31
18	Himachal Pradesh	53	2053191	71	7.41	1.92	22.11	671	7.9
19	North East	47	1822978	141	3.34	1.71		687	6.84
20	Chennai	32.44	2244722	112	2.90	2.1	16.03	1145	2.83
21	Kolkata	24.15	1432767	154	1.57	1.34	5.56	1153	2.09

22	Jharkhand		1236802	338		1.16		479	
23	Chhattisgarh		1623031	264		1.52		468	
24	Uttaranchal		1197275	110		1.12		423	
25	Andaman & Nicobar		412101	5		0.39		91	

Kerala circle has 28% market share among various Telecom Service Providers occupying the top position compared to the figures in all other circles of BSNL. It is to be noted that Kerala circle had retained status as the highest profit-making telecom circle in the country last financial year by registering 35 per cent growth to ₹658 crores in 2015-16 from ₹486 crores in 2014-15. Kerala Circle has already crossed Rs. 2000 Crores revenue during the current financial year and is expected to achieve over ₹ 3000 Crores this FY which would be another record figure for BSNL in the country. It would also be worth pointing out the fact that all these milestones are being achieved by the staff community in a small geographical State with 359 lakh population when there are 12 other circles/state having population more than that of Kerala.

Hence, while negotiating innovations like PRP with the staff community of BSNL, the success story of Kerala telecom circle obviously requires special mention and consideration. It is accepted by everyone in BSNL that Kerala circle is the best performing circle in the country as far as operational parameters in various business verticals are concerned. It is the highest revenue earning and profit making circle in the country. This unique circle is capable of paying not only the salaries of its staff but also manages to pay the salaries of many other circles as well from its huge revenue and profit share. Hence, the staff in this prestigious circle of BSNL definitely deserve special appreciation and due motivation from the top management. BSNL Corporate Office has always acknowledged the achievements of our circle through numerous DO letters to the Circle head conveying appreciation to employees. But, considering the performance of our circle, we do deserve and expect much more care and attention including incentives. But, we are aware of the limitations of the management in dealing with such ambitious, but definitely justified and deserving, demand from the staff community for a small group alone.

It is noticed that BSNL management seems to have different yardstick in selecting and exempting executives in different circles while implementing inter circle and long stay transfers. In spite of comparatively poor performance in operational and revenue parameters, circles like NE, J&K etc are exempted from inter circle transfers considering their poor staff strength. In the case of Kerala circle, it is to be noted that out of the sanctioned strength of 4305 executives only 2150 executives (JTO+SDE+DE) are working in the circle. As far as availability of Regular DEs in our circle is concerned, the working strength is even less than 30 % (100 out of 382). In spite of this acute shortage, 10 regular

DEs are transferred out of the circle to far away and difficult stations like West Bengal. This is in addition to the transfer of more than 30 DEs who has completed 2 years stay in the circle to TN, CHTD, KTK etc without substitutes. We fully agree to one to one transfer to tenure stations to meet the request of executives waiting for long to Kerala circle. The present transfer order of 11 DEs from Kerala circle without single DE incoming to Kerala Circle is highly demoralizing for the executives. This will not only affect the performance of our Circle but also could be counterproductive to whole BSNL as it will adversely affect the morale of its executives.

Hence, in light of the above facts, it is our humble request to consider cancelling the transfer orders issued to all DEs/SDEs to NE and West Bengal from Kerala circle as no request is pending to Kerala circle as a reward for its best performance which will motivate other circles also to achieve such goals. We deserve due recognition from the top management for the remarkable performance of our circle and expect other initiatives also to boost the morale of its executives so as to improve their performance further and to achieve new heights of glory. We earnestly believe that BSNL Management would render at least natural justice to Kerala circle for the time being till finalizing ideas like PRP by extending favorable working environment to its employees in general and executives in particular by empathetically considering their place/choice for posting during promotions and inter circle transfers.

*With Warm Regards*

*Sincerely Yours*



**T Santhosh Kumar**  
**Circle Secretary**  
**SNEA, Kerala Circle**

**Copy to :**

- 1. CMD, BSNL New Delhi (through GS, SNEA CHQ)**
- 2. Director HR, BSNL Board New Delhi (through GS, SNEA CHQ)**
- 3. GS SNEA CHQ, New Delhi**