



# SANCHAR NIGAM EXECUTIVES' ASSOCIATION

## KERALA CIRCLE OFFICE

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

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| Circle President<br>Jithesh K. P.<br>SDE, Kannur BA<br>Mob: 9447707475 | Circle Secretary<br>Aslesh S. S.<br>SDE, Circle Office<br>Mob: 9447477447 | Circle Treasurer<br>Binush B. Peter<br>SDE, Circle Office<br>Mob: 9447092277 |
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No.SNEA Kerala/2024-27/6

dated 11 July 2024

To

The Chief General Manager  
Telecom, BSNL, Kerala Circle

Respected Sir,

**Sub: Request for Enhancing the efficiency of the activation process through various agencies to Meet Increased Porting Demand.**

We are delighted to report a significant surge in the number of mobile users choosing to port their services to BSNL from other telecom service providers (TSPs). This trend is largely attributed to recent tariff hikes by other providers, making BSNL a more attractive option. This significant shift in user preference underscores the trust and reliability that BSNL has consistently built over the years.

However, this increase in demand has highlighted certain areas where we need to enhance our capabilities to provide a seamless and efficient experience to our new customers. Specifically, I would like to request your support in the following areas:

- 1. Enhancing efficiency of SIM Activation:** It is reported from the Field units that the efficiency of the SIM activation needs to be enhanced to handle the increased demand for BSNL Mobile connections, since they are facing huge delay in the activation.
  - **The activation of new SIMs** via the Sanchar Aadhaar app **has not been occurring within the usual two-hour timeframe** for the past four days. Instead, activations are being carried out by the Sanchar Aadhaar team, M/s Intense, during night-time. **This has negatively impacted retailers and franchisees who collect the FRC amount with the new SIM and assure customers of activation within two hours.**
  - The approval of **eKYC-activated SIMs by XploreTech**, a third-party company, is **also delayed**, further contributing to the issue.

The issue has been reported to the Circle Office several times by the Marketing teams of all BAs. On 10/7/2024 alone, BSNL onboarded 1,60,000 new customers. Given this high demand, it is crucial that we have our vendors' support to maintain the sales volume and meet customer satisfaction.

- 2. eSIM Activation for Personal Mobile Connections.** There are a lot of queries from **high profile customers for the activation of eSIM for their Personal Connections.** This technology supports instant activation and improved security, reducing the risk of SIM card theft or loss. BSNL integrates eSIM into its network for bulk M2M services already, but to meet the expectation of the customers and to provide a seamless, modern connectivity

experience, catering to the evolving needs of its users, your intervention is highly requested for implanting the activation of eSIM for individual connections.

3. **Activation of Data Service along with the activation of New SIM:** There are complaints from the customers that BSNL Data Service in the Mobile connection is not active unlike other Operators. Customers are always like to use the data as soon as the SIM gets activated. Hence we may explore the possibilities for incorporating necessary changes in the activation process to enable Data Service from the POS itself without pushing the customers for SMS based Data enabling.
4. Many customers still regard BSNL as the most superior 2G service provider, known for its excellent **voice quality**. However, there have been numerous instances where customers, especially those newly porting into BSNL, have complained about voice quality. To address this, **NQM activities should be strengthened** to further improve the voice quality in our 2G network.

Thank you for your attention to this matter.

Sincerely Yours,



**Aslesh S. S.**

**Circle Secretary, SNEA, Kerala Circle**

Copy to:

1. General Secretary, SNEA CHQ – for taking up these issues at BSNL CO, ND for immediate resolution, as they affect the PAN India level.
2. Principal General Manager (S&M – CM), O/o CGMT, BSNL, Kerala Circle
3. Principal General Manager (NWO – CM), O/o CGMT, BSNL, Kerala Circle