

From

C.V.VINOD  
PGM THANJAVUR BA  
TAMILNADU TELECOM CIRCLE

To

Shri Sheetla Prasad,  
Director (CM), BSNL Board,  
Room No.317, Bharat Sanchar Bhawan,  
H.C. Mathur Lane, Janpath,  
New Delhi – 110 001.

(Through: CGM, BSNL, T.N. Circle, Chennai).

Respected Sir,

This is in reference to your D.O. No.7-1/2018-19/S&M-CM, dated 03/09/2019 wherein you have expressed your displeasure and opinion regarding the sale of SIMs. Although my circle and my SSA does not figure in the list where you have expressed displeasure, the wordings used in the letter has prompted me to respond to this letter with ground realities , accordingly I would like to submit the following points for your kind perusal:

- 1) In rural areas there are constrains in selling of SIMs: distances involved for teams to reach, Non availability of smart phones among the staff (TT, JE, etc.) for using the same for selling of SIMs using DKYC. Further the DKYC app does not work in 2G areas and our 3 G signal is not supporting DKYC usage beyond 500 meters from BTS. Our sales team and executives are purchasing reliance JIO SIM for their personal money and using for DKYC when they conduct camps in towns and villages.
- 2) This being the fact a few smart phones purchased were handed over to the erstwhile Sales Teams who are continuing to do Sales Camp with the available smart phones, the others are only able to assist the teams in

distribution of pamphlets, collecting outstanding dues from customers in that area, canvassing for broadband etc..

- 3) There is no vehicle for movement of sales teams and other staff deputed for sales camps to far of places away from headquarters, both executives and non-executives are spending their personal money and carrying promotional material mostly in their personal vehicle or in public transport.
- 4) Due to large scale infrastructural development by the State Government Departments, more numbers of OFC routes and cables are getting cut on regular basis. Manpower assistance has to be utilized for such works and there are outages in our BTSs because of delay in restoration, we are constrained to utilize the able bodied and healthy staff available for such works.
- 5) Many of the BTSs have poor battery backup and non-availability of diesel is forcing us to shut down the sites when power is not available.
- 6) Retirement of Telephonic mechanics and their shortage is a reality in the SSA, most of them are already stressed in handling customer and leased line customer complaints. Further they have to assist in telephone bill collection, outstanding collection and provide new connections. Most of the TT are ill equipped to handle the DKYC app.
- 7) As a policy we are not accepting paper CAF due large deficiencies in CAF done by our in- experienced non-executives.
- 8) It is also submitted that due to non-payment of electricity, non-payment rent to the building owners, our executive and non-executive employees in the field are already stressed as much time is spent in trying to convince

the Electricity authorities and house owners to get the exchanges / BTSs in running condition.

- 9) I am of the firm opinion that the policy of BSNL in reducing the target of franchisee to 50% of total target SIM sale , when they are supposed to be our specialized selling partners and further giving them a performance criteria of 50% achievement in target as suffice to escape any penalty is totally flawed.
- 10) Most of our BSNL staff in the field are not equipped like our competitors in selling SIM, we neither possess their selling skills or technical acumen. We must understand that the average age of our field staff is above 50 and most of them are burdened with many issues, frequent leave is something which has engulfed our system. **WE CANNOT SIMPLY IGNORE THESE TRUTHS AND CONTINUE TO WHIP OUR EMPLOYEES AT THIS STAGE , MOST OF THEM ARE TRAINED IN DOING O& M WORKS AND THAT IS WHERE THEIR EXPERTISE LIES.**
- 11)Further it is totally irrational to use an employee being paid nearly 35000 rs to sell a few SIM when his services are needed for various activities in ensuring network uptime and network development.
- 12)The officers and staff are doing their best under the given circumstances and it is extremely unfortunate that the management of BSNL is under the impression that their employees are sleeping.
- 13)It is time we realize , that the fact they are coming to work without taking leave, and facing the customers, exchange owners and contract staff daily , is a demonstration of their resilience and commitment towards this Company.
- 14)**Every organization has some percentage of employees who do not contribute to the desired levels, the management of BSNL must trust**

**the Heads of Circles and the BA head that whatever needs to be done to motivate such persons is done, if the impression unfortunately is that by threatening the BA Head situation will improve, it clearly shows how far from reality the BSNL top management is.**

- 15) As a SSA Head I wish to express my sadness in the way the letter has been written and this in no way is going to help the organization.
- 16) The public had great opinion about our network, now I have to submit that public have stopped complaining, further I am sure you are aware about the ARPU of our new customers ----- only those who are not ready to pay the minimum fee charges of other TSP.
- 17) If your opinion is that BSNL can turn around by selling SIM the ARPU per SIM will itself prove the assumption wrong.
- 18) The decision to deploy all staff in SIM sales is totally flawed and going to affect operational parameters and prove uneconomical in the long run and further push the company in red.
- 19) Please revise the franchisee target and insist that they achieve 75 % of SIM sale target in the coming quarter if not they , be terminated; we will then know the where we stand.
- 20) Since you have written this letter with the primary intention of increasing revenue, I would request you to seriously consider having intra circle roaming agreements with other operators for 4 G and pay what they ask for, perhaps a quick EOI on this sent out to other operators be thought of. This will be a better option for us rather than now investing in 4 G and having no money for 5 G roll out.

21) If BSNL has to survive please offer 25GB cloud space to every BB customer, and 100 GB cloud space for higher plans let us increase focus on DATA WAREHOUSING and have a crash course training programme for select executives on improving their selling skills in business related to IDC and Networking solutions. We can only survive with better total solution offerings for enterprise customers and whole sale of ILL for ISP. Selling SIM is not the prime area to focus for BSNL turnaround. Using our govt. tag for giving assurance on data security will be our USP.

22) It is also surprising to note that you have taken a decision to deduct one week salary from the SSA head or from the Circle Sales Head unilaterally wherever targets could not be met and CGM is not satisfied with the reply. If this was to create fear, please note the executives and non-executives employees are spending their own money in trying to keep this company afloat and your letter at this juncture is most unfortunate and has done more damage to the morale of the staff and officers than any good intention you wanted to convey.

With kind regards,



C.V.VINOD