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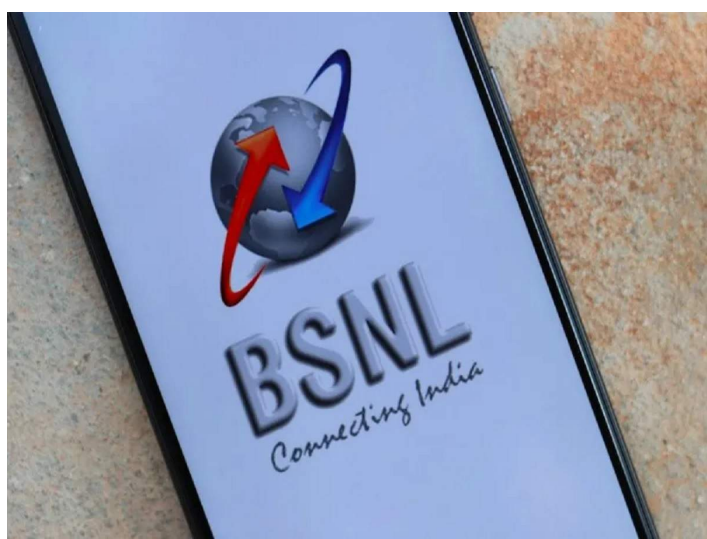
# Encourage, not threaten in the hour of crisis: BSNL official

*The service area workforce is doing its best and putting efforts to manage the network, run services and maintaining SIM sale targets and the BSNL Board should realise harsh conditions and motivate and encourage staff instead of issuing decrees for salary cuts, a state-run telco’s official said.*

Muntazir Abbas | ET Telecom | September 13, 2019, 13:09 IST

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NEW DELHI: The service area workforce is doing its best and putting efforts to manage the network, run services and maintaining

SIM sale targets and the [BSNL](#) Board should realise harsh conditions and motivate and encourage staff instead of issuing decrees for salary cuts, a state-run [telco](#)’s official said.

In a letter dated September 11, 2019, seen by ETTelecom, a Principal General Manager of Haryana circle said, “It is very



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 Ground realities are to be realised by the management before issues diktats like deduction of salary, the official further said, and added that, "It is requested not to threaten the SSA team but encourage and motivate in such a critical situation."

The two-page letter comes on the backdrop of a directive issued by the Bharat Sanchar Nigam Limited's (BSNL) corporate HR on Monday, calling for an explanation about the poor performance of SIM cards sale with Faridabad region's team rated as the worst performer.

The official further said that BSNL's rural network was facing severe challenges since vendors have stopped supplying fuel for backup due to their dues, and that was resulting in excessive network outages, and adversely impacting SIM sales and revenue.

The situation, according to the letter, was so grim that of the 44 Mahanagar Nigam Telephone Limited (MTNL) owned sites in the region, 40 do not have a battery backup, despite bad grid power supply in Faridabad.

Owing to poor network in the area, the official said that BSNL subscribers who visit Faridabad even from villages for healthcare, face service issues even with a popular messaging app WhatsApp, and seek immediate port-out.

State-controlled telecom carrier has been facing acute financial crisis, following year-on-year falling revenue in the absence of competitive high-speed fourth-generation or 4G services, and has already delayed salaries to its 1.63 lakh workforce thrice during the current calendar year while more than 80,000 of its contract workers remain unpaid for more than seven months.

The fourth-largest telco is already taking a slew of measures to maximise its income, and its new chairman [PK Purwar](#),



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 BSNL has asked to achieve at least 2 million connections every month through various sales channels.

BSNL has a high revenue-to-wage ratio and annually spends nearly Rs 9,500 crore to disburse staff wages.

Finnish Nokia Networks, telco's gear partner, in a veiled threat early this year has asked the telco and the Department of Telecommunications (DoT) to clear its outstanding worth Rs 800 crore to avoid service disruption.

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