

BSNLEU/123 (Res.)

30.07.2008

To

**Shri Kuldeep Goyal,  
CMD, BSNL,  
Bharat Sanchar Bhawan  
New Delhi – 110001**

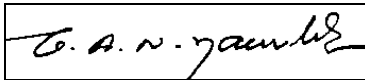
Sir,

Sub: - **Resolution on “Improvement of BSNL Services” adopted in the Central Executive Committee meeting of BSNL Employees Union at New Delhi on 21 – 22 July, 2008**

I am forwarding herewith a copy of the resolution on **“Improvement of BSNL Services”** adopted in the Central Executive Committee meeting of BSNL Employees Union held at New Delhi on 21 – 22 July, 2008 for favour of your information and necessary action.

Thanking you,

*Yours faithfully,*



**[V.A.N. Namboodiri]  
General Secretary**

Encl: As above.

# ***Resolution on Improvement of BSNL Services***

BSNL workers are seriously concerned over market share of BSNL in both basic and mobile segment. Every month more than 80 lakh new connections are added in India in mobile segment, where as BSNLs contribution is only 2 to 3 lakhs. This exponential growth in mobile sector is being fully utilized by the private operators i.e. Airtel, Vodafone, Reliance and Tata etc. by providing more than 10 to 25 lakhs. In one year alone Airtel was able to provide 2.5 crore GSM connections.

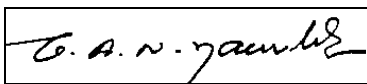
In the basic sector, every month more than 2 lakhs landline connections are being surrendered. BSNL took a decision to provide 5 million Broadband connections in the year 2008 including 2 million for rural areas. As on May 2008 it provided only 2 million connections. IN PCO segment also, our revenue has gone down.

BSNLs total market share has come down from 47.69% as on 31.03.2005 to 22.32% as on May, 2008. If the present declining trend continues, there is no doubt that BSNL will lose its 1<sup>st</sup> position by next month. If this condition continues, it is needless to say that the future of BSNL and its employees are in danger. In the year 2007-208, BSNLs operating profit has also decreased.

It is true that the failure on the part of the BSNL management to make timely procurement of equipments for the expansion of BSNL networks is the root cause for the present awkward position in GSM sector. Quality of our landline instruments is not good and also the quality of our landline service is badly affected due to the damaging of our cables by private operators. But now the situation to some extent is improved in GSM equipped capacity and also basic as well as Broadband connections. We have to take every effort to increase the market share.

The fact is that being a Govt. owned company, people generally have trust and good will in BSNL. Common people still believe that BSNL does not involve in cheating and unfair business practices like private operators. Even the customers who had earlier switched over to private operators are ready to comeback to BSNL, provided BSNL service is improved to their satisfaction. We have to think seriously how to improve BSNLs service. At the same time each and every employee of BSNL has to think about the marketing strategy of BSNL. Our huge manpower can be plunged in to action. Whether it is improvement of quality of service or marketing, we cannot leave it to the management to take the initiative. We will have to start aggressively to ensure that the service is improved. We have also to pressurise the management to take necessary steps.

***(Unanimously passed)***



**[V.A.N. Namboodiri]  
General Secretary**