

TRANSLATE STRATEGY DAY – A BRIEF REPORT

AIBSNLOA CHQ and AIBSNLOA CO circle branch observed Translate Strategy Day in a grand way at CTO Auditorium, Eastern Court Compound New Delhi. There was a huge gathering in CTO auditorium. The meeting was presided over by Com. T.P.Singh, Vice President of BSNL CO Circle Branch of AIBSNLOA. Meeting was addressed by Shri S.K.Seth, PGM (EB), Shri S.C.Sharma Sr.GM (P&P-CM) and Shri R.C. Arya Sr. GM (IT-CFA). Meeting was also attended by Com. A.A.Khan CS, BSNL CO Circle of SNEA and Com. Ravi Shil Verma , GS AIGETOA. All the speakers shared their experience and appreciated the idea of AIBSNLOA for observing the Translate Strategy Day for discussing the strategy for revival of BSNL.

In his speech Com.Rakesh Sethi, GS explained about the Translate Strategy Day and reason for observing this day. GS also informed the gathering that today all the branches throughout the country are observing this day and are discussing the strategy with particular emphasis on realization of huge outstanding dues, Strengthening of Sales channel, Efforts to increase data revenue, Identification of potential Franchisee/RDFs/DSAs/POS in vacant territories, Tariff Management, Improving brand visibility, Internal marketing of BSNL Schemes and Products, Gathering market intelligence regarding VAS, Roll out of GSM Phase VII / Completion of A/T / Early handing over of sites BTS Repair Time – reasons and remedies, Reduction in operating expenditure (OPEX) – Electricity bills Non-conventional energy solutions, Leasing out BSNL Towers, Steps to increase Enterprise Business, Timely provisioning of Leased Circuits and timely rectification of faults in Leased Circuits, Procurement of CLIP instruments and PIJF cable, Proposal for linking PMS (Performance Management System) to career progression opportunities & other incentives, Rationalization of SSAs and Skill Building. GS also said that at CHQ level we will take the feedback from each circle and submit to the management so that management can implement the policy of revival of BSNL in a better way.

In his speech, Shri S.C. Sharma, Sr.GM(P&P-CM), emphasized the need to increase revenue, decrease expenditure, to find out the exact requirements of customer, re-engineering of our plans in terms of capacity of equipment, electric load, power plants and battery, completion of work in given time, proactive approach in our working, fast decision taking, removal of “I” from ourselves, completion of work in targeted time and taking decisions in favor of BSNL. He also emphasised that this should be the duty of field staff to ensure 100% availability of network and service and timely maintenance of network

components, increase in BSNL visibility in the eyes of common man and that each employee of BSNL should be a brand ambassador of BSNL and should know about BSNL services and products so that he can explain about BSNL services to everyone.

Shri R.C. Arya, Sr. GM(IT-CFA), explained about the landline services of BSNL, installation of NGN switches in BSNL, CDR billing, value addition in fixed lines and also appealed for increase of revenue by providing the best service to the customer. He also explained about the efforts being taken by the management for improvement of landline services. He also said that employees of BSNL are very knowledgeable and expert in their field.

Shri S.K.Seth, PGM (EB), explained that how the telecom industry is growing, how we can increase our ARPU and how to revive BSNL. He said that we must understand that we are not in mobile or landline business. Landline and mobile are the two ways for providing voice services. He explained that now we should focus on Data business because in comparison to voice, Data is having more ARPU and BSNL is having a good infrastructure to provide data services all over India. We must concentrate on Broadband services because broadband may take over voice business. He also explained that now instead of quality of services, a new parameter viz. quality of experience has become the key parameter which includes quality of service, quality of tariff, quality of people etc. and therefore we must focus on all these parameters. He also emphasized taking right decision in right time and right direction. He also appealed that every decision should be cost effective and cost analysis should be done before launching of any service because telecom industry is changing very fast so cost of provisioning of services should be recoverable within three years. At last he laid emphasis on SWOT analysis i.e. analyzing our Strengths, Weaknesses, Opportunities and threats (SWOT) for the survival of BSNL.

The participants have been asked to submit their feedback on the issues to CHQ.

Similar meetings have been held at Kolkata and Bhopal with senior officers attending and addressing the meetings. In all the other circles, meetings have been conducted and elaborate discussions have been held.

"Translate Strategy Day" was observed by AIBSNLOA, West Bengal State Branch, wherein more than 300 members assembled at CTO Hall, Calcutta. The seminar was addressed by Sri Gautam Chakraborty, CGM/CTD, Sri K.C.Ghosh, GM/South, GM/Finance of WBTC, and other dignitaries of Calcutta Telephones. Broad spectrum analysis on the viability of BSNL and

strategic transformation of New business policies to enhance performance and revenues of CTD were discussed in details. The programme/Seminar was a grand success.

'TRANSLATE STRATEGY DAY' was observed in Bhopal, Madhya Pradesh Circle. In the meeting Sr. GMTD Bhopal Sh. Mahesh Shukla, Addl. GM Smt. Deepa Arora, DGM (F) Sh. Shashi Bhusan, CS/CP/VP , DS Sh. N.K. Garg, DP Sh. L.S.Rajput along with huge gathering were present. The session was very interactive. Sr. GMTD gave very innovative suggestions. The compiled suggestions will be sent to CHQ.