



ALL INDIA GRADUATE ENGINEERS & TELECOM OFFICERS ASSOCIATION, GUJARAT

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No: Guj /AIGETOA/79

Dated: 26th May 2017

To:

Dr. Pradeep Kumar Hota
The Hon' CGMT Gujarat,
Bharat Sanchar Nigam Limited,
BSNL Gujarat Circle.

Subject: BSNL Development points reg.

Respected Sir,

We sincerely thank your honor for prompt actions on the most of the suggestions submitted in our previous representations.

A) Following are some more new suggestions related to various sections

1) BSNL Brand Popularity: Stickers of BSNL logo in all Staff / Departmental Vehicles both 2 Wheeler/ 4 Wheelers. (CM/CFA – Mktg. Section)

Today Brand popularity is very important Marketing strategy, we can see 'Jio, Airtel' Stickers & Banners everywhere. It creates a positive impact on the customer and influences their purchase decision.

We have approx 15000 staff working in Gujarat Circle, having approx 20,000 personal and departmental vehicles (2/4 Wheelers). Their vehicles travels all around in distant corners of Gujarat and penetrates deep in remote locations.

Thus BSNL Stickers in vehicles can popularize BSNL Brand & Plans to every corner of Gujarat. All BSNL employees will be willing and will be proud to be brand ambassador of their own beloved organization. It is done in many BSNL circles in South India.

2) Posting of one new JEs as Retail Manager in every SSA (Admin Section)

We are aware that CM Revenue of Gujarat is dropping, though we have many attractive plans to compete with other operators. We will have to increase the sales considerably.

Presently many retail managers and sales staff of many SSAs are senior and aged employees. CM/ CFA Mktg. / Sales is the most dynamic market, where new plans, schemes and strategies are evolved very frequently almost on the daily basis.

Forth coming recruitment of fresh JEs is best suited for this work. They are very well aware of pricing of our competitors. They will be very effective in the post of Retail Managers and Sales staff. They should be screened at SSA level, to choose people who are capable and interested in sales work.

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3) Automated Makeover of Lease Line faults by SMS to respective SDEs DEs (NWO-CFA & IT Section)

The ARPU of Lease circuit is many times compared to other services, So we should have a definite full proof fault makeover & reporting mechanism. The lease lines faults should be 'made over and escalated' automatically through SMS with 'minimum human intervention', in time bound and systematic manner.

BSNL Gujarat accrues huge revenue from lease circuits. The lease circuits are generally availed by commercially important customers, they have many critical utilities working on our lease lines, so the customer cannot tolerate the down time. Poor lease line service will damage BSNL image in the corporate world and will hamper Enterprise Business.

4) Outdoor Door Fault clearance through SMS (NWO-CFA & IT Section)

Timely fault clearance is a important task, presently lineman calls the Operator / JE / JTO for the same. Following points may be noted

- There is bulk retirement in TOA Cader in coming years.
- Well qualified and Skilled JEs / JTOs are engaged for long hours in this unproductive work, their precious time and skills are wasted.
- The fault is not cleared after office hours, even if the fault is cleared. Thus increasing the downtime in the CDR system.

So we can device a system of direct clearance of faults by SMS sent by 'Registered Mobile Number' of concerned section lineman. Suggested SMS format "Tel Number/Complaint number" Space "Fault code" to 57575.

B) *Some of the suggestions pending implementation are as below.*

(of Ref Letter No: Guj /AIGETOA/75 Dated: 18th Mar 2017)

- Easy Recharge (Demo Facility) in all Service Mobile connections: *(CM Mktg/Sales Section)*
- Easy & Fast procedure for Equipment procurement for EB Projects *(EB Section)*
Rate Running Contract for frequent required equipments like RF Antenna and Routers.

Sincerely

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