



SANCHAR NIGAM EXECUTIVES' ASSOCIATION (INDIA)

DHARWAD TELECOM DISTRICT

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To:

**The General Manager Telecom
BSNL, HUBLI.**

Sub: Agenda points for formal meeting with SNEA Hubli reg

Sir,

SNEA would like to bring the following points to the kind notice of the management, Hubli SSA which need attention on priority for Better service to our BSNL esteemed customers and there by intended to enhance the revenue.

It is our earnest appeal that along with Sales & Marketing of BSNL products it is equally important that the Operations and Maintenance of our equipments is also very much needed, which will help Marketing to keep its promise, hence is inevitable that O & M of equipments also be equally nourished.

I . EB Issues

1. As other service providers are offering the Internet leased line at very low price it is almost $1/3^{rd}$ of our BSNL price. It is very difficult to compete with them.
2. Service provisioning by other service provider is faster compared to us because they are giving on arial or wirless but we BSNL compulsorily have to provide on OFC, prearing estimates getting sanctioned Issuing work order to Contractors and getting final work done taking much time. For fast solution we should go for Radio modems on which we can transmit 100 mbps and it is free band and we can use freely for fast service rovision.
3. Now a days there is heavy demand for Dark fibres to cable TV operators, but due to shortage of fibres we are unable to provide but It is good if we give on bandwidth as plenty of bandwidth is available. But the our band width cost is very high where as other operators are giving bandwidth at very cheaper rate. In stead of getting waisted our band width IN STR routes by

reducing the rates at par with other competitors we can take the dark fibre business in to our folds.

II. Marketing:

1. We are not concentrating on post paid and CUG connections where we get fixed and assured revenue and customers are also loyal.
2. More and more attractive plans are coming only for prepaid but not post paid. Example for prepaid 333 plan for every day 2GB data is free but post paid customers of Rs 525 plan we are giving only 3 GB for entire month is it not discriminating and discouraging post paid connections where irrespective of calls he makes he is giving fixed revenue. Post paid customers should have also given same privileges.
3. **Bulk push sms service popularization:** One more promising EB is bulk push sms service , many companies giving their product and service information through SMS instantly and regularly like Transport companies , Vehicle show rooms, Insurance companies , banks for the transaction done information and recently all educational institutes have started giving sms about the students attendance and their academic performance to their parents. It is better if we utilize this opportunity and let us popularise this business. As per our study the tariff of private operator is higher than us this we can exploit very well but not being done.
4. Our product like SIMS , RC vouchers availability is very poor in rural areas but where as other operators are penetrated more . Sales chain is to be strengthened.
5. To control MNP port out we don't have mechanism to interact with customer who is getting port out. In other operators as soon as customer request for port out before issuing Code they will call plenty times and takes the reasons for port out and resolves the issues and offers extra talk time etc and puts max effort to stop port out. But that mechanism is not available in BSNL which needs to be incorporated to stop MNP port out and retain customers by resolving their issues.
6. **Phone on Phone** service must be started which will help the customers to get new services at their door step by just dialing and giving their address to us.

III. Mobile:

7. Due to various attractive prepaid data plans the data usage has increased drastically to 3 times of our earlier usage. But there is no upgradation of equipments and band width back up to handle additional traffic . This creating congestion and affecting quality of voice as well as the data speed , this being the main reasons our MNP port out is getting increased and there by our MNP is going negative.
8. In Karnataka the GSM sites infra is being maintained by respective SSAs but due to multiple assignment to the same field staff the mtce of Infra is

- not taking place up to the mark and affecting the service. It is better the Infra should be maintained by Mobile wing only with proper support from management.
9. Shutting down of BTSs with very less traffic is to be taken on priority.
 10. For Infra sharing to other operators it is better if we go for only passive Infra sharing like only place and tower but not Bty ,PP, DG, as we don't have proper support to resolve the issues immediately.
 11. The AMC of ZTE for infra is over action to be taken for renewing the same otherwise the condition of Infra mtce will go to worst.

IV. Transmission / NOFN

1. **Adequate equipments for OFC works:** As NOFN, FTTH leased lines and WIFI hotspots works are getting added apart from regular maintenance of OFC networks , it is becoming difficult to attend multiple faults with limited splicing machines and accessories. With the provision and supply of additional Splicing machine, OTDR and accessories at every SDCA HQ will help in speedy restoration of faults.
2. **Creation of Dedicated Teams for Developmental and Maintenance :**
As same maintenance personnel are assigned for developmental works also it creates delay in providing new service provision because of continuous interruptions. This delay will dissatisfy the new customer who is eager to have our service immediately. Separate team for new developments works only, will help in gaining the confidence of the new customers especially EB customers.
3. **Revenue sharing Model for FTTH with private bodies:** As Bangalore TD having MOU on revenue share for FTTH service , if the same model is adopted every where then the capital as well as maintenance cost will be saved. This will help in bringing more and more customers as BGTD doing.
4. **Team for FTTH works.** Additional OLTE installation and separate team for provision and maintenance of FTTH will help in increasing the FTTH customer base and to give better service in every SSA as done in Mysore.
5. **MOU with HESCOM** authority to permit for laying of 4F low count OFC cable on HESCOM poles, as at most of the places we don't have our O/H alignments. This is to be done on most priority to avoid removal of already laid cables by HESCOM authority and to overcome legal complications in case of any Electrical hazards.
6. **Poor support of UTL in NOFN project:** The quality of ONT and other accessories is very poor and frequently getting faulty and there is no immediate support from UTL. This creates dissatisfaction of service and inconvenience to the rural community. Proper interaction with UTL may

help us to serve in a better way to Gram panchayats. Already many GPs closed connections because of no timely support from UTL.

7. **AMC for Transmission equipments:** There is no AMC Transmission Equipments which needs to be addressed.
8. Recently procured MADM having revision for only 126 E1s and though there is provision for enhancing the E1s but there is restriction is due to our PO to only for 2 STMs ie 126 E1 only which needs to be addressed.
9. **CPAN / MADM / Mux Installations:** The CPAN equipments are to be installed and the traffic is to be migrated with the existing staff it is difficult to achieve the target .

Action plan to be initiated for Installation of 20 nos MLLN Mux which are dumped in the store yard.

10. **Installation of DSLAMs In BTS or Apartments:** Immediate action need to be taken to Install the DSLAMs in BTS Apartments where Broadband connections are working , it will reduce the primary cable losses and helps to improve the speed and QOS.

V. Operational Issues

1. **Maintenance of Ducts:** Duct man holes are getting damaged and closed during road construction work every where , many copper and OFC cable are existing in the duct and serving to important locality.If these duct man holes are not raised and if any one the man holes is inaccessible then the entire duct network become waste. It is our concern, this is very good asset which has to be properly maintained and made in-service for future.
2. **Special Taskforce** : Every where development works are going on which are severely affecting our cable network. By making special task force with well equipped will help in speedy restoration of major faults.
3. **Supply of stores:** There is short supply of joints kits and UY and Birla connectors which is affecting in service restoration as well as in providing NPCs.
4. **Outsourcing of attending Major Cable faults:** Provisions for attending major copper and OFC cable faults by approved contractors will help in speedy restoration of service.
5. **Apprentship** : As day by day the line staff are getting retired and there needs to be support for outdoor plants and Broad bands etc.Apprentship mechanism will help us to get technically trained ITI students to utilize them

for our service with very less cost. For HKS we are paying minimum Rs 16000 to 18000 for one HKS but in one HKS pay we can hire 3 technically trained ITI apprentices. Which is need of the crucial hour.

These points are thoroughly analyzed and brought to your kind notice as we have confidence that BSNL will stand to gain.

Comments on the points raised will be encouraging for our endeavor.

Thanking you

Yours faithfully

S.P.Jagadale
Dist Sec SNEA Hubli