



## **SANCHAR NIGAM EXECUTIVES' ASSOCIATION, Andhra Pradesh Circle**

### **Keynote address by the Circle Secretary, Sanchar Nigam Executives' Association, AP circle in the open session held on 05.11.2023 at Rajamahendravaram.**

#### ***Role of the Executives to meet the current challenges in the BSNL***

Respected Com K Lingamaiah, president, most respected Sri M Seshachalam, CGMT AP Circle and Chief Guest of the open session, other senior officers of AP Circle, our beloved leader Com.M S Adasul, GS, SNEA, my colleague COBs, District Secretaries, CWC members, Circle Secretaries of Sister Unions/Associations, friends from print and electronic media and my dear mighty comrades of SNEA and all other comrades, I welcome you all to the Open session being conducted on the occasion of 23<sup>rd</sup> Circle Conference of SNEA AP at Rajamahendravaram.

The COVID-19 pandemic has impacted every aspect of our lives, disrupting our sense of normalcy, claiming many lives and causing enormous global economic loss. I would like to express my deepest sympathies to the BSNL fraternity who lost their lives during COVID-19 and my sincere condolences to the family members, friends and colleagues who lost their loved ones. I would also like to share my greatest respect and appreciation to all the medical professionals who have worked day and night to combat the deadly virus. I would also like to shower flowers of appreciation to all of our BSNL Employees for the hard work and sacrifices they have mended up to keep our BSNL operations smoothly during this catastrophic time to give uninterrupted, quality and best possible services to our esteemed customers.

Showing inherent strength of performing at adverse situations past few years, our Executives/employees at various places taken the challenges and started managing the affairs. This could happen as executives/employees of BSNL owned the system. There are no words to congratulate our comrades/executives/employees who had taken extraordinary pain and shown the courage to take decisions at their level, during these hours of crisis by spending huge money from their pockets.

Now I request your permission to present the Key Note Address on the occasion of 23<sup>rd</sup> Circle Conference of SNEA AP Circle. Some of the issues that contribute to the growth of BSNL revenue and also improve the customer satisfaction are being presented herewith for your immediate attention please.

#### **1. Consumer Fixed Access Segment:**

Wire line (Land line and FTTH) sector with its steady revenue only cushioned the impact and saved BSNL to a greater extent. Our BSNL market share in AP LSA is 18.95%, others RJIO 35.86% and APSFL 20.21%. BSNL AP Circle has wire line customer base of 3, 43,266 as on 30.09.23.

The demand for high-speed Internet has skyrocketed over the past decade, and the FTTH market has become fiercely competitive, with numerous players trying for market share. The role of Executives in this FTTH segment very appreciable to achieve the targets, but they are facing some difficulties also:

##### **a. Network Speed and Reliability:**

**Internet speed and Service reliability along with other features, plays an important role in attracting the new customers and retaining the existing customers. Due to media issues at Access level, aggregated and core route level, FTTH customers Facing the unstable data speeds and unreliable services. To overcome this issue, it is requested to :**

- 1) Bring all Access Network elements (i.e A1 Node, CPEs, MADMS) to which OLTEs connected in ring topology.

- 2) Install OTN or ALIEN WAVE Equipment at DHQs where traditional Aggregating network elements (DWDM) are working, like in Anantapur OA where all traffic is being aggregated through DWDMs. If multiple Fibre cuts happened, manual intervention is needed to restore the services which causing interruptions to FTTH customers which severely damaging the image of BSNL in FTTH segment.

### 3) **Minimize the major Core Network routes Interruptions (Chennai to Vijayawada) :**

It is bringing to your kind notice that frequently interruptions between Chennai to Vijayawada Transport Core network links which lead to partial interruption to the services and Data speed issues also facing by our esteemed customers of FTTH, ILL and Corporate VPN Leased lines. Hence it is requested your good-self to kindly ponder on this issue and provide the necessary instructions to concern team to avoid such interruptions by rerouting the traffic to give best possible services uninterruptly to our esteemed customers.

### **B. Provide Cost-Effective Pricing FTTH Plans:**

In a price-sensitive market, offering cost-effective pricing plans can give our BSNL a competitive edge. According to a survey by Deloitte, 69% of consumers consider price as a crucial factor when choosing an internet service provider.

- After introducing Advance billing system, getting billing issues during new connection and Plan changes when compared with prepaid plans of other operators. Hence it is requested to introduce prepaid plans.
- More attractive plans may be provided with more OTT services (Amazon, Aha, Disney & Etv Win etc.) to our esteemed FTTH customers and also provide IPTV /Ulka TV services at an affordable rates.

### **C. Other Issues in CFA Segment:**

Efforts may please be taken to close low revenue earning exchanges.

BSNL TEEVRA app is the most useful app, to field staff to trace the fault and knowing the status of the subscriber like active or OG/Incoming barred. It is also required to know the information like when last connected by the customer to the network etc.

Efforts to be made to replace faulty Infra equipment (Power plant, Battery, E/A and AC units) and also call for AMC to repair faulty equipment at Exchanges and Non BSNL sites. Recently procured Power plants without AMC were become faulty with in short time, example ELTEK make. It is requested to procure power plants with AMC only with minimum stipulated time.

Curtail the AMC charges where ever there is no need for AMC like core network and other equipment and also Downsize the equipment wherever possible.

### **2. Consumer Mobility Segment:**

**a. Launching of 4G services** will have huge impact. *This will strengthen the hands of the Executives of BSNL* and inject confidence among them for better performance. Priority may be given to launching 4G services at potential areas, Major towns, District and Mandal headquarters, Educational areas, Business areas and along with highways and train routes.

### **b. 4G Saturation & Phase IX.2 Project in GSM up gradation of technology:**

In AP Circle under 4G saturation nearly 1300, 4G sites needs to be commissioned by the BSNL for which 75% of the locations are feasible to lay Optical Fibre Cable Underground / Overhead and the remaining through DMW / VSAT links from the existing BSNL POP/ BBNL GP based on the technical feasibility and also lot of rehabilitation is to be carried out for the existing BBNL GPs. The most of the incremental fibre for 4G saturation was planned from the existing BBNL GPs only in which 1/3<sup>rd</sup> of the GPs are under non-functional from the time of handing over to

BSNL on 01-04-2022. As the maximum number of locations fall under the jurisdiction of the remote area covering remote village areas which include hilly terrain, and agency areas, the execution of OFC laying and also monitoring the whole project within the stipulated time is a challenging task.

Hence sufficient executives as per the norms depending upon the number of BTSs may be posted with sufficient number of vehicles as per the prescribed guidelines for smooth completion of both the projects in a stipulated time so that BSNL will earn USO fund and also additional customer base to enhance the BSNL mobile market share in CM Vertical as well as to increase the ARPU in AP Circle please.

**C MOBILE NETWORK IMPROVEMENT:** Main reasons for not meeting the BTS uptime of 99.5% in some BAs is due to poor battery Backup and media issues and Spares scarcity in case of Nortel/Motorola Technologies.

- 1) It is requested to kindly allot the new battery sets immediately to Zero Battery backup sites.
  - 2) AMC of Nortel/Motorola was expired and there is scarcity of spare parts to maintain uptime of Nortel BTS/Motorola BTS. It is requested to plan the swapping of 2G Nortel/Motorola BTS with ZTE/NSN.
  - 3) Additional Riggers may be allotted to the O&M teams in the respective BAs for attending the faults like replacing RFMs, RRHs and other works so that further improvement can be achieved in our GSM performance.
  - 4) Some of the Node-Bs and e-Nodes are still working on DSLAMs. These sites are down frequently due to DSLAM control cards fault and DSLAM Media interruptions. In this connection it is requested to take measures to connect all Node-Bs /E-Node Bs to CPAN network/MNGPAN / OCPAN.
  - 5) There is Shortage of Non Executives in maintaining the non BSNL sites which is very difficult for the field staff to maintain the NBSNL sites. The maintenance of Non BSNL Sites in Urban and SDCA headquarters also may be included in the tender for BTS outsourcing.
  - 6) In BAs Cell-One O&I and O&M teams should be strengthened with well-defined scope of works uniformly throughout AP or merge them as one unit under the control of BA head. The following measures are suggested:
    - Sufficient Supportive staff may be posted.
    - Separate vehicles are to be invariably provided.
    - Coverage and network issues to be attended immediately.
    - Regular optimization of the N/W is the need of the hour.
    - Regular coordination meetings/workshops between core, O&I, O&M and OMCR teams with planning wings are to be conducted to ensure improvement in CM NW.
    - CM section should be supported by providing tools like optical power meters, Laptops, VSWR meters, RF Power Meters, optimization tools etc.
    - Need Software tool to test IP packets routing for attending media related faults.
  - 7) Instructions may be given to the electrical wings for the regular maintenance of the electrical works pertaining to the BTS maintenance i.e. Fuse cut out panel, AMC of Engine Alternator regular maintenance and also make arrangements to replace faulty life expired Power plants.
- 2. Marketing:** The BSNL product visibility and availability must be ensured by proper marketing at all CSCs. Design attractive plans in both CM and CFA for AP Circle subscribers. EB team has to concentrate on Educational Institutes/Corporate entities in getting bulk CUG connections/ ILL. Administration may have to convince the BSNL CO in getting attractive packages. Free SIMs can be provided to students enrolling for BSNL internship/project works. In marketing front Sanchar Aadhaar and Sanchar soft problems are perennial. Hence it is requested to streamline these issues at the earliest to activate the SIMs in time so as to attract more customer base.

**a. CUSTOMER SERVICE CENTERS:**

As every one of us knows that the awareness of the customer has been increased, resulting in the demand for righteous service for each penny he/she spends. Improvement of the customer service is the need of the hour, where we are lagging far behind from our competitors. After VRS out sourcing of the existing CSCs in BSNL as per the corporate office guidelines initiated by all the circles in which AP Circle is one among that and also along with BSNL in house activities like AEK services (AADHAR) also included as additional service and the services are operational up to the expectations of our esteemed customers. Hence it is suggested to form a committee at Circle level under the chairmen ship of the CGM, to ponder over issue of rehabilitation of CSCs under BOT model to incorporate in the tender clause which will be enhance the image of the CSCs in turn increase the foot fall of the customers, please.

**4. Transmission segment:**

Transmission media is very important for reliable telecom services. Nowadays, all services are through IP media, hence reliable media with sufficient bandwidth is required for 2G,3G,4G services , FTTH broadband, NGN voice calls, Leased circuits and Wi-Fi hotspots etc.

**a. Maintenance of Optical Fiber Cable Network:**

Maintenance of optical fibre cables working for Long-distance / Junction networking / last-mile connectivity for the EB customers is the need of the hour. No new OFC routes and major rehabilitation works were not taken up in the BSNL for the past ten years and the existing /working OF routes more than 90% of the total RKM completed the age of more than 20 - 25 years which were undergone more cuts so as the optical characteristics were drastically reduced, due to which most of the OTN /DWDM / CPAN systems working on threshold levels.

Rehabilitation and new OFC routes may be taken up on priority basis to have the efficient and more reliable transmission medium for our services.

**b. Procurement of Transmission (OFC) Equipment:**

AP Circle finding very difficult to achieve the EB targets assigned due to the non-availability of the Transmission equipment especially OFC equipment like CPAN (A1, A2, B1&B2) nodes and PE routers. Hence it is requested your good-self, to kindly ponder on these issues and provide the necessary equipment as early as possible. It is also requested to provide a mechanism for getting feasibility, especially from regions / other BAs as there is no mechanism except through mail only.

It is necessary to introduce a fool proof digital platform for provisioning, monitoring, maintenance, and billing of Leased Circuits in the field to ensure the best service quality complying with the SLAs to our esteemed and high-end EB customers.

Provision for patrolling of OFC routes may be included in the tender for outsourcing of transmission works, and also requested to provide vehicle to transmission teams in order to maintain the network up time 24X7.

It is requested to make availability of OFC Inventories (OFC Cables, Joint kits, Patch cords, Pigtails, Connectors) in all BAs.

It is also requested to procure Armoured OF Cables for future developmental works. This will facilitate the easy fault localization during excavations and for protection of cables.

Due to shortage of A1 Nodes and B2 Nodes CPAN network not fully implemented which is causing rerouting issues during interruptions.

It is requested to allot more than one CPAN EMS terminal user credentials for each BA to monitor and reroute the traffic whenever interruptions occurs in high traffic BAs like Vijayawada.

## **5. HR ISSUES:**

At present almost all BAs having sufficient staff hence requested to confine to need base transfers only instead of rotational mass transfers.

It is requested to deploy more executives in the field rather than Administrative offices. In AP circle office excess staffs are posted than the sanctioned strength. The staffs who are working in Administrative offices, MSC, O&I and Indoor may be transferred to field after every 4 or 6 years on rotational basis, similarly the executives who are working in the Transmission and O&M, may be transferred to their required places after completion of stipulated time that is 4 or 6 years. It is very useful for executives in the interest of BSNL, to discharge their duties with more enthusiasm which will improve overall performance and also individual IPMS and APARS will be improved.

Minimize looking after arrangements, and some posts are created unnecessarily for assigning looking after duties. As per corporate office orders AGM/DGM interchangeable. Due care also may be taken for posting regular AGMs in Administration and other important sections. The possibility of hiring apprentice candidates may be explored (ITI candidates) in order to maintain network effectively.

### **a. Soft tenure / Hard tenure:**

As BSNL corporate office issued revised guidelines time to time on hard / soft tenure areas in BSNL. The categorization of hard / soft tenure is primarily to induce executives to join the remote/disturbed areas where the Government of India aims for development through spread of Telecommunications services. The following are some of the suggestions for kind consideration please:

a. As the 4G saturation projects in AP Circle covering all the agency, rural, hill terrain villages identification of hard / soft tenures proposal may kindly be initiated from AP Circle and with due recommendations of the local District Collectors may be forwarded to BSNL Corporate office to notify the some of the SDCAs in respective BA/OA as hard / soft tenure stations please.

b. Hard / Soft tenure areas are to be notified mainly due to remoteness, backwardness, law and order problem, difficult accessibility, lack of development etc., as also the need to provide telecom services for the overall help in development of those areas.

c. After completion of the stay at tenure station, Posting at a choice of BA/OA out of three choices is being considered by management subject to the feasibility and administrative requirement. There should be a single choice of BA/OA for executives after completion of hard/soft tenure station and it has to be considered without any condition.

d. Hard/Soft tenure stations are those stations where most of the executives preferred less willing to work. So the local executives working at these stations should not be transferred/ covered under longest stay criteria.

## **6. CN-TX ISSUES:**

As the AP Circle administration pretty well known that CN TX – South is playing vital role in extending services like PRI/SIP/ILL/MPLS-VPN/P2P circuits for the EB and corporate customers and also the Inter & Intra SDCA/SSA/Circle/IGW links maintaining OTN/DWDM/DXC equipment's working for connecting various network elements in BSNL suffering with lot of problems some of them as follows:

OTDR /Splicing Machines last supplied were life expired and there is shortage of OFC cable and other related items OFC Joint kits, patch cards and accessories.

Two Up Keep Services must be provided per 100 RKM maintenance. Due to huge road expansions and multiple infra works at different locations simultaneously, protection and restoring at the same time is becoming difficult.

Hired Vehicle services- One Vehicle is required for every 300 RKM.

Presently One JTO/SDE +One Up Keep Services are available for ~250RKM with limited/Shared Vehicle Support. (Cost to the Company (CTC)-1.5-1.8 lakh per month for 250 RKM)

Whereas for SLA based operations, CTC is ~11,000 per RKM (CTC for 250 RKM- 2.3-2.5 lakh per month).

Road Expansion in Agency Areas may please be viewed seriously and our staff must be provided with necessary Vehicle support / Up Keep Services to attend /protect and restore cable.

Success of 4G saturation project depends on working of these cables in Agency area, where as National High Way formation are in progress. These cables were laid during 1995-2002 for which life already expired. Requested New cable laying proposals is to be processes on war footing basis for the timely completion of the 4G saturation project.

A Target was assigned to all field staff with 10% weightage for reducing 25% Up Keep Services and moving to SLA based structure. This may please be considered as how a field person can be made responsible.

It is requested to your good self to kindly take up the issues with CGM CNTX to resolve the issues as early as possible please.

#### **7.UTILISATION OF VACCANT LAND and Repair of Exchange Buildings:**

As per the guidelines of the corporate office, Association requesting your good office to kindly identify the vacant lands and buildings to utilize for the commercial purpose. The existing policies may be reviewed and modified recommendations may be sent from AP Circle by constituting a High Power Committee to ease out the procedure for letting out the vacant buildings / sites to earn extra revenues.

BSNL Exchange buildings are ready to collapse due to lack of proper maintenance at some places. In some buildings due to leakages of rain water causing equipment damage. The compound walls at some places are collapsed. It is requested your good office to arrange civil works for carrying out repairs to BSNL exchanges and premises.

#### **8. Coordination with Local bodies/PR/R&B/SH/NH Authorities:**

As BSNL initiated 4G /IX.2 GSM Projects and due to the expansion of the existing roads belonging to Local bodies / Panchayathiraj / Roads& Buildings/ State high ways/ National Highways, it is requested to form a coordination committees at OA/BA/Circle level to pursue with the respective bodies to coordinate at the respective levels basing on the requirement for the new OFC laying proposals as well as to safe guard / to carry out the rehabilitation works please.

9. Since the joining of Sri S, Sridhar as GM GTRBA & ONG OA, lot of unrest is prevailing in GTRBA & ONGOA. Even after the repeated negotiations with the GM GTR and AP circle administration also, there is no tangible change in the attitude of the GM GTR and recently one retired employee died because of the nonsense created by the GMGTR while issuing LoA. Like this so many inhuman activities are being done at GTRBA like irrational transfers, harassing of the woman employees and PHC employees etc. GTRBA is known for its best performance since the ages. Even though there is no regular GM for GTR BA for two years before his joining, no progress has come down because of the excellent work culture prevailing at

GTR. For anything good that is happening at GTRBA, the GM feels that it is because of him and for any failure, he attributes this to employees and harasses them. The employees of GTRBA and ONGOA are working under tremendous pressure. On behalf of the entire AP executives, we request our beloved CGMAP, to please take a serious note of this and cause a congenial atmosphere at GTRBA and ONGOA to get further better results in these areas. The employees of GTRBA & ONGOA are of the firm opinion that the GMGTR to be shifted to the APCO or out of AP in the best interest of the employees and also for the betterment of the BSNL. Because his continuous harassment, majority of the executives have applied request transfers to APCO or other Bas/Circles to avoid the constant nuisance.

**Conclusions** The present marketing scenario is to compete with the other private TSPs in operational activities of CFA, CM and Enterprise activities, roll out the convergence technology in integrating high-speed internet access through wired / wireless technologies to step into the latest ICT solutions for grabbing the new business avenues in the IoT, M2M Communication, Black Chain Technologies, Smart City solutions to adopt the latest technologies in integrating Smart City Dashboards for monitoring 24x7 is the future needs of the Enterprise Customers in the emerging wired / wireless technologies.

The role of Executives working in BSNL is very vital for over all development of telecom network and provide the services of world class quality at an affordable prices. We are all committed, in making the BSNL stronger and stronger in all spheres of activities and striving hard to provide efficient and uninterrupted telecom services to our esteemed customers. Also we firmly believe that our concern lies in the growth of BSNL”**GROW THE BSNL TO GROW OURSELVES**”.

Before concluding we find this is the moment to reflect on our deficiencies and to take corrective actions on them. We know that our struggles in this direction have to be taken seriously on field not merely on paper. We are aware that this is not the time for relaxation but to plunge into real action. Our responsibility therefore is all the more high to ensure that our company runs with better benefits. We know pretty well that as a middle level management, we may have to shoulder more responsibility in motivating the subordinates and channel partners and executing the works in time. This Association will always take the lead in all the issues concerning to the BSNL and it shall not leave any stone unturned in ensuring the better prospects for this company and only request the BSNL management to take care of HR issues. We shall not found wanting in the hour of need. Let us together build up this organisation BSNL.

The employees of BSNL with huge talent and experience, demonstrated on various occasions and in adverse conditions. Let all the right thinking activists and forces ally to save BSNL. I on behalf of all members of SNEA AP assure to live up to the expectations of all and contribute immensely to BSNL, thus the Nation. We hope, all right thinking Executives across Associations will join hands to strengthen BSNL in Andhra Pradesh.

**With regards,**

**(J UmaMaheswara Rao)**  
**Circle Secretary, SNEA AP**

**LONG LVE SNEA**

**LONG LIVE BSNL**

**EMPLOYEES UNITY Zindabad**