

**IndiaBroadband** >>  
*Linking India*



**BHARAT SANCHAR NIGAM LTD.**

(A GOVERNMENT OF INDIA ENTERPRISE)  
SR CELL, Corporate Office  
8th Floor, Bharat Sanchar Bhawan,  
Harish Chander Mathur Lane, Janpath,  
New Delhi-110 001

**No. BSNL/7-8/SR/2009**

**Dated, the 17th July, 2009**

**To**

**Shri V.A.N. Namboodiri,  
Convener,  
Joint Forum of BSNL Associations / Unions of Executives  
And Non-Executives,  
New Delhi.**

**Sub: Discussions of constituent groups of Joint Forum of BSNL Associations / Unions with CMD, BSNL on 16<sup>th</sup> July, 2009 on issues of common interest - reg**

**Sir,**

In order to focus on brand-building, sales, marketing and customer care apart from increasing the revenue of BSNL, BSNL management has chalked out a 100 days' programme and requested for the cooperation of all the unions and associations in BSNL to make this programme successful. Assuring their cooperation, the Joint Forum also expressed its intention to have discussion on certain issues for growth and consequently increase in revenue of BSNL. At the same time, the Joint Forum also submitted a notice for observing 22<sup>nd</sup> July, 2009 as Anti-Disinvestment day. As such, a meeting of the Joint Forum took place with CMD, BSNL on 16<sup>th</sup> July, 2009. To recapitulate, the following discussions took place in the said meeting of 16<sup>th</sup> July, 2009-

- (i) **Implementation of 100 days programme** - The CMD apprised the participants of the activities proposed to be undertaken during this 100 days programme and requested for their cooperation to achieve all the targets, viz. -
- Improving brand visibility of BSNL by way of providing signage for all retailers, franchisees, BSNL PCOs / shoppe and providing hoardings.
  - Full implementation of Sancharsoft for sales and distribution activities
  - Enterprise business - identification of all existing corporate customers by July '09, updating data circuit records by 100% incorporation of all circuits by July '09 and ensuring 100% billing by 30<sup>th</sup> Sept '09, generate additional business of Rs. 769 crores from enterprises and generate wholesale bandwidth business of Rs.120 crores.

- 3G business – coverage of 150 cities by July '09 and customer base of 1,30,000 by Sept. '09.
- Blackberry – 5000 connections with special focus on bulk sales
- Improve operational performance –
- New business – to achieve Rs.100 crores from infrastructure (towers).
- HR issues – Restructuring upto SSA level by Sept. '09 and recruitment of DGMs also by Sept. 09.
- Revenue – to achieve revenue targets for each business till Sept. '09, liquidate more than 25% of 3 years old outstanding and 50% of less than 3 years old outstandings.

In response to the request of CMD, BSNL, all the office bearers of unions and associations unanimously assured that all out efforts will be made to make BSNL's 100 days programme a complete success.

(ii) **Absorption of ITS Group 'A' officers in BSNL** - The Joint Forum raised a demand that the process of absorption of ITS Group 'A' officers in BSNL be accomplished immediately so as to maintain the viability of BSNL. Some members of the Joint Forum also mentioned that most of the ITS officers have decided to continue in DOT, hence BSNL ought to have its contingency plan to run the company in case these officers are repatriated to DOT. Appreciating the concern expressed by the leaders, CMD BSNL informed that progress is being made in the direction of settlement of Group 'A' absorption issue and one of the issues viz. assurance on payment of pension to absorbed employees has already been settled with the issuance of letter dated 5.1.2009 by DOT reiterating that pension to BSNL absorbed employees will be paid by the Government. The other important issue related to absorption of Group 'A' officers is regarding revision of pension in IDA, which is under process in the Ministry of Law. As soon as this issue is resolved, the absorption issue will be resumed. He also mentioned that settlement of these issues is likely to encourage ITS officers to opt for absorption in BSNL. In addition, action has already been initiated to recruit 210 officers at the level of DGM to augment middle management level. CMD BSNL also mentioned that although DOT has put in abeyance its order dated 5<sup>th</sup> May, 2009 regarding applicability of 6<sup>th</sup> CPC orders on revision of retirement benefits to BSNL employees, but it is expected that the Government may come forward with a detailed letter specifying the benefits relating to 6<sup>th</sup> CPC applicable to BSNL absorbed employees. In order to meet the genuine career aspirations of absorbed employees, the associations requested that the existing eligible absorbed Executives be promoted against JAG level posts, to which CMD assured that appropriate action will be taken in this regard in accordance with BSNLMS RRs notified recently.

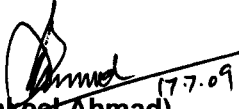
(iii) **Disinvestment of BSNL through IPO route** - While apprising the participants of the increase in expenditure on account of wage revision, taxes, BSNL MRS and the requirement of funds to meet expansion projects, spectrum for 3G, Wi-max, 93 million GSM, CDMA, broadband etc., the CMD BSNL spoke of introduction of IPO in BSNL. He also mentioned that a partial disinvestment will give rise to brand visibility, liquidity and credibility of the company will improve and BSNL can raise a demand for funds from the Government out of

the money collected by way of disinvestment to meet our requirements. The Joint Forum mentioned that they differ with the Government's proposed move to disinvest BSNL through IPO route. The CMD requested them to consider the proposal with an open mind keeping in view the overall interest and needs of BSNL, to which the unions responded positively.

3. While concluding the discussion, CMD BSNL requested the Joint Forum not to go on agitation against the Government's proposal on disinvestment. The representatives of Joint Forum informed that it is an all-India call against the policy of Government on disinvestment and not specific to BSNL. However, they will ensure that with the proposed agitation, neither the BSNL's image is adversely affected nor its functioning.

4. Keeping in view the position explained by CMD on the developmental plans and issues of mutual benefit, I once again request the Joint Forum to extend its full cooperation to make 100 days programme a success and not to go on agitation.

Yours faithfully,

  
(Shakeel Ahmad) 17.09  
GM (SR), BSNL C.O.

Copy for information to :-

1. PPS to CMD, BSNL
2. PPS to Director (HRD), BSNL
3. GM (Admn.), BSNL C.O.
4. All CGMs, BSNL
5. Order bundle.