

Each and every employee of BSNL has to become a sales and marketing man- says the CMD BSNL.

Shri Anupam Shrivastava, CMD BSNL, held a meeting yesterday with the Core Committee, consisting of the General Secretaries of BSNLEU, NFTE, SNEA and AIBSNLEA. Salient points in the presentation to the CMD BSNL are as follows:-

BSNL is facing a severe crisis in cash flow, due to the disruptions made by Reliance Jio. At least, 40% revenue is lost in the mobile segment and 3 times of the new connections are getting disconnected in the broadband segment. Payment of salaries has become a problem. The Company cannot go to the government for financial help to pay salaries, especially when the Company is recommending wage revision.

Hence, ways and means to step up the sales of BSNL in a big way, and thereby to increase the revenue collection substantially, is the need of the hour. The following are the important steps that BSNL is going to take to boost it's revenue collection.

CFA Segment:-

So far as broadband segment is concerned, 3 times of the new connections given, are being disconnected. Broadband connection on copper cable has speed limit. Still, by offering 70 GB data per month, we have to encourage customers to avail it.

Secondly, BSNL is going to provide broadband connections with 100 mbps speed by deploying wireless and also by having tie up with cable TV operators. Through this arrangement, BSNL has planned to increase it's broadband target by 20 times. To achieve this, each and every employee of BSNL has to become a sales and marketing man.

CM Segment:-

To overcome the challenge of Reliance Jio, BSNL has planned to increase it's marketing aggressively. To achieve this, the Company has planned to give 12% discount to the retailers, for 3 months. Presently, Jio is giving 9% discount and Airtel is giving 5% discount.

EB Segment:-

EB Segment saved the Company last year, when it faced severe erosion in revenue. Maximum number of leased lines were given. However, Jio is going to enter this Segment also in a big way, within the next 7/8 months. This year the Company has planned to increase the revenue from EB by Rs.500 crores. To achieve this, the Company is going to engage franchisees.

Finally, the CMD BSNL said that each and every employee of BSNL has to become a sales and marketing man.

The Core Committee responded by saying that it would soon meet and chalk out suitable action programme for boosting BSNL's sales and marketing.