

No: SNEA/CHQ/DIR CFA/2015-18/07

Dated 02nd January, 2018.

To

**Shri N K Mehta,
Director (CFA),
BSNL Board, New Delhi.**

Sub: Revision of timing of night free calling from 9 PM - 07 AM to 10.30 PM – 06 AM -- the decision is counterproductive and the way it implemented once again shows the poor marketing strategy of BSNL reg:

Ref: 3-4/2017-R&C [CFA] dated 29.12.2017.

Respected Sir,

It is surprised to note that the biggest marketing initiative of BSNL, **night free calling**, which has well appreciated by each and every one, including our competitors and the political classes has changed abruptly without much deliberation on the subject. This decision to change the night free calling time will be counterproductive and the way it implemented shows the poor marketing strategy of BSNL. It once again established that the policy makers at BSNLCO are far away from the ground realities and they could not read the mind of the customers or the market trend. This only will help our opponents, who will celebrate it and make it as a big propaganda against BSNL, precisely what we are witnessing for the last two days.

This order and the way it implemented is not only shocked the customers, it shocked all the employees of BSNL who are trying their level best to retain the customers. What BSNL is going to achieve by this order and its hasty implementation is not known. But one thing is sure, thousands of landline connections will be closed simply because of this mindless act.

The way in which the order implemented without even giving a single working day shows the poor understanding of the impact of this order. The JTOs, SDE etc working in the field units are facing the public blunt and they are not able to face the customers.

Before taking such decisions, whether BSNLCO taken the Circles into confidence, atleast the major Circles having lakhs of landline connections like Kerala, Maharashtra, Karnataka, AP etc? Atleast in future, such decision should not be taken by few officers sitting in the Corporate Office and not understanding the field realities. The committees involved in such decisions should have majority representation of the officers working in the field Units (Circles) with few representations from BSNLCO for the purpose of implementation.

With regards,

(Sebastin. K)

Copy to: Shri Anupam Shrivastava, CMD, BSNL for information please.