To

The CGMT

Kerala Circle

Thiruvananthapuram

Sub: 3G and GPRS FOR ALL EXECUTIVES and 3G DATA CARDS TO CUTOMERS:

We are proud that Kerala Circle is the first Circle in the South Zone to have equipped the major cities with 3G facility. The launch at Ernakulam expectedly coming about within a week the great milestone of completing the entire 3G project associated with the Ph. V project gives us added pleasure. We congratulate the CGM and the Management in the proactive efforts taken in this direction. At the same time we would like to remind the Management that the Executives of the Circle also have spent sweating days and sleepless nights to see that the great task is accomplished. We do not ask for any pat on our backs because we fully well know that it is our bounden duty to ensure that the market share and revenue of BSNL goes up and grows by the day. This can be accomplished not by launching products alone but also by taking our products to the customer. The poor marketing strategy in general is an accepted fact and is the main reason for our day to day depreciating market share in spite of repeated introduction of new and monopoly products. We cannot deny the fact that most customers are not aware of the BSNL products or services In the name of project Vijay, Project Udan etc many initiatives are on the anvil. But the fact remains that that even the BSNL employees/ executives are not informed of the BSNL services and so far no efforts have been taken to educate them or equip them. They are not allowed even to have a primary feel of the product while asking each one of them to be a marketing manager. That is perhaps why at least many of us feel that we live on empty slogans. Presently all information is available in the internet and can be utilized to improve the information and knowledge. But unfortunately even the executives in BSNL are not provided with internet facility other than one sancharnet account with limited usage and can be availed only from PC at fixed locations at very low speeds.

We feel that the Executives should be empowered with the requisite tools for marketing the BSNL products instead of restricting them to a limited few. We know when we ask for a blanket sanction of the products definitely lot of questions about prevalent ( and many times irrelevant) rules, regulations and so many other things will occupy centre stage. Therefore it is our request that at least all the executives be equipped with the facility to access the internet from their mobile phones. And this is not for their personal use. But the facility can be utilized for collecting the required information at the required time so that BSNL services can be demonstrated and all the queries of the customers can addressed effectively. As such 3G service may be extended to all executives. And we do not want it free. The usage beyond the present financial limit may be made payable, so that objections and hindrances should not be hurdles to the provision. At the same time GPRS facility also may be extended in 2G mobiles with payment beyond the free usage limit under the plan 525.

We do not feel that it would be out of place to point out that in spite of an early launch of the 3 G facility there is definite hesitation in extending the facilities to the customer. The 3G data cards, which have many takers are stopped from being issued to the customers on the plea of purchase value and things like that, which definitely is not under the control of the customer. We feel that this is a great crime and a greater shame. Under no circumstances should the customer be denied of his eligible rights thereby driving him away from the BSNL. We therefore request you to order issuance of 3G data cards to customers immediately, apart from the sanctions requested for in the previous para.

Thanking you

Yours faithfully,