



All India Graduate Engineers & Telecom Officers Association

Central Headquarter, New Delhi

President
Ravi Shil Verma
8373967633

General Secretary
Md. Wasi Ahmad
9431200347

Finance Secretary
Yogendra Jharwal
9414000877

All communication at E-mail - "gs@aigetoachq.org" only

GS/AIGETOA/2020/79

Dated 06.08.2020

To,

The Chairman and Managing Director,
Bharat Sanchar Nigam Limited,
BSNL Corporate Office, New Delhi.

Subject: Discontinuing of bundled VAS services from various STVs of BSNL Mobile to SAVE REVENUE-Reg.

Respected Sir,

We would like to draw your kind attention once again towards the prevailing bundled VAS services with various STVs in CM Segment giving a part of its hard earned revenue to VAS vendors in the name of "Level playing in Industry". In this regard we want to put forward following points for kind consideration:

1. It's a fact that even after passage of more than four years, BSNL is unable to launch its 4G services while other operators have successfully providing it since years and now looking towards 5G rollout but no one tried to ensure level playing on this aspect in the sector.
2. We don't have umbrella coverage of 3G services across length and breadth of the country till now even after passage of so many years and continuing with 2G services in many locations.
3. We do not have good infrastructure e.g. batteries, power plants, air conditioning etc at many of BTS sites for the years together, as a result we have high rate of BTS failure and not able to provide best of the services as expected by the customers.
4. We do not have robust OFC network to put CPAN in all BTS sites to increase the band width and also many locations are not protected by the OFC ring causing regular failure of the rout and going down of BTS. As a result, we have gone totally dependent on PGCIL, Rail Tel etc in many locations.
5. While other operators tied up with Amazon Prime, Netflix & Hot Star for adding value to their Mobile service, BSNL has tied up with LOKDHUN, a far more inferior VAS having absolutely no value addition to our existing services. We are of serious apprehension that such models have been created intentionally to part away our hard earned and depleting revenue.
6. In a time, when BSNL don't have money to pay salary to their regular employees on time, medical bills of employees are pending, medical limit has been reduced, sufficient fund is not being given to Circles for maintenance, the bills of works carried out by various petty workers/agencies are pending since many months and they are begging for the amount and disturbing our services at many locations on this account. Then how we can afford to shed away even a single rupee, which could have been saved.
7. Many circles have objected on continuance of this bundled VAS services as they are of the clear opinion and information that such services are not contributing in any way for our growth instead becoming liability on BSNL.
8. Many circles have sent a detailed analysis of revenue with and without bundled VAS services and shown the pattern of saving to the tune of Crore of rupees by withdrawing it. Odisha Circle is one of the best leading examples in this regard.

Regn. No. : HR/019/2018/02138

Regd. Office : Flat No. A-302, Life Style Residency, Plot no: GH 41-42, Sector-65, Faridbad, Haryana-121006

Sir, it's an established fact that growth and viability of any organization can be measured through its revenue earning and our BSNL is somewhere compromising this by dominating to forced implementation of the bundled VAS services in most of the STVs. We feel that such decisions inflict serious damage to our efforts to resurrect BSNL to glorious position once again and hence we firmly oppose such decisions. Here, we would like to share a chart depicting net saving of revenue (approximately) by one of the Circle.

ANALYSIS of NET SAVINGS on PRBT Vs NET REVENUE during NOV19 to JUN20 * (34% for STV-99, 21% for PV-74 & 20% for PV-75)			
Details	STV-99	PV-74	PV-75
QTY	7709650	3081350	347677
Gross REVENUE	763255350	228019900	26075775
PRBT SHARE	11872861	11092860	1251637
REVENUE after PRBT	751382489	216927040	24824138
REVENUE after GST	636764821	183836475	21037405
REVENUE after OTF & Commission	571656827	171295380	19603237
REVENUE after IUC @30Min/day Off-net Call	266354687	152807280	17517175
NET REVENUE after BTS maintenance & Other Cost @Rs30/Customer	Rs3,50,65,187	Rs6,03,66,780	R70,86,865
NET REVENUE per Connection	4.55	19.59	20.38
PRBT SHARE per Connection	1.54	4.20	4.20
% of SAVING through PRBT w.r.t. NET REVENUE	33.9	21.4	20.6

* Tentative figure based

Hence, we request for your kind intervene to ensure followings in the larger interest of BSNL:

1. A white paper may be published every quarter having the details of the % increase in BSNL revenue in a particular voucher and % increase in VAS vendors billing before and after implementation of these services.
2. The circles should be empowered to decide the Bundle VAS services as per their demographic situation and requirement of the circle with greater say in decision making process.
3. The revenue earning must be analyzed properly before start of bundled VAS with any STV and it should be reviewed quarterly vis-à-vis revenue collected and once the STV becomes Popular, the bundles VAS services should be withdrawn immediately.
4. Odisha model must be implemented on a pan India basis thereby saving more than Rs 150 Cr every year, sufficient to maintain good infrastructure for BTS maintenance.
5. Default bundled services of LOKDHUN, EROS-NOW etc may be withdrawn immediately on pan India basis and allowed only through on demand subscription basis as existing earlier.
6. A committee should be formed comprising of management side and representative associations side to review all existing bundled VAS services associated with various STVs. We can't be a mute spectator when crores of rupees are being paid to the VAS vendors for no benefits to BSNL and employees are waiting for their basic due of salary and medical bills in this pandemic situation.

Therefore in the light of above facts, it is earnestly requested to consider our above concerns and issue suitable direction to save this hard earned revenue from getting leaked through VAS Services.

With warm regards,

Sd/--
[MD.WASI AHMAD]
General Secretary

Copy to:

1. All Functional Directors, BSNL Board New Delhi for kind information please.
2. The Chief General Managers of all Territorial Circles, CHTD and CTD, BSNL for kind information pl.