APPENDIX

PROFILE OF SAMPLE ORGNAIZATIONS

The present chapter has been drafted by the researcher to introduce an overview of the growth and development of the Telecommunication Industry in India in general has been presented along with the treatise of the history of sample telecom companies of BSNL and Airtel and its status till date.

Bharat Sanchar Nigam Limited (BSNL) - A Public Sector Telecom Company in India

Bharat Sanchar Nigam Limited was incorporated on 15th September 2000 and is the world’s seventh largest Telecommunication company providing comprehensive range of services in India. It took over the business of providing of telecom services and network management from the erstwhile Central Government Department of Telecom Services (DTS) and Telecom Operations (DTO), with effect from 1st October 2000 on going concern basis. It is one of the largest & leading public sector units providing comprehensive range of telecom services in India.

BSNL has installed Quality Telecom Network in the country & now focusing on improving it, expanding the network, introducing new telecom services with ICT applications in villages & winning customer’s confidence. Today, it has about 43.74 million line basic telephone capacity, 8.83 million WLL capacity, 72.60 million GSM capacity, 37,885 fixed exchanges, 68,162 GSM BTSs, 12,071 CDMA Towers, 197 Satellite Stations, 6,86,644 RKm. Of microwave network connecting 623 districts, 7330 cities/towns & 5.8 lakhs villages.

BSNL is the only service provider, making focused efforts & planned initiatives to bridge the rural urban digital divided in ICT sector. In fact there is no telecom operator in the country to beat its reach with its wide network giving services in every nook & corner of the country & operates across India except New Delhi &
Mumbai. Whether it is inaccessible areas of Siachen glacier or North-Eastern regions of the country, BSNL serves its customers with a wide bouquet of telecom services namely Wireline, CDMA mobile, Internet, Broadband, Carrier service, MPLS-VPN, VSAT, VoIP, IN Services, FITH, etc.

BSNL is numero uno of India in all services in its license area. The company offers wide ranging & most transparent tariff schemes designed to suit every customer. BSNL has 90.09 million cellular & 5.06 million WLL customers as on 31.07.2011. 3G facility has been given to all 2G connection of BSNL. In basic services, BSNL is miles ahead of its rivals, with 24.58 million wireline phone subscribers i.e. 71.93 percent share of the wireline subscriber base. BSNL has set up a world class multi-gigabit, multi-protocol convergent IP infrastructure that provides convergent services like voice, data & video through the same Backbone & Broadband Access Network. At present there are 8.09 million broadband customers. (http://bsnl.co.in).

The company has vast experience in planning, installation, network integration & maintenance of switching & transmission networks & also has a world class ISO 9000 certified Telecom Training Institute. During the 2010-11, turnover of BSNL is around Rs. 29,700 Crores

VISION:

• Be the leading telecom service provider in India with global presence.

• Create a customer focused organization w with excellence in customer care, sales and marketing.

• Leverage technology to provide affordable and innovate telecom. Services/products across customer segments.

MISSION:
Be the leading telecom service provider in India with global presence.

- Generating value for all stakeholders – employees, shareholders, vendors & business associates
- Maximizing return on existing assets with sustained focus on profitability
- Becoming the most trusted, preferred and admired telecom brand
- To explore International markets for Global presence

Creating a Customer focused organization with excellence in customer care, sales & marketing

- Developing a marketing and sales culture that is responsive to customer needs care, sales & marketing
- Excellence in customer service – friendly, reliable, time bound, convenient and courteous service

Leveraging technology to provide affordable and innovative products / services across customer segments

- Offering differentiated products/ services tailored to different service segments
- Providing reliable telecom services that are value for money

Providing a conducive work environment with strong focus on performance

- Attracting talent and keeping them motivated
- Enhancing employees skills and utilizing them effectively
- Encouraging and rewarding individual and team/group performance

Establishing efficient business processes enabled by IT

- Changing policies and processes to enable transparent, quick and efficient decision making
- Building effective IT systems and tools
OBJECTIVES OF BSNL:

There are certain objectives or goals which the company kept in mind while framing its policies. These objectives are:

- To be the Leading Telecom Services provider by achieving higher rate of growth so as to become a profitable enterprise.
- To provide quality and reliable fixed telecom service to our customer and thereby increase customers confidence
- To provide customer friendly mobile telephone service of high quality and play a leading role as GSM operator in its area of operation.
- To develop a strategy for rightsizing the manpower.
- Providing greater customer satisfaction
- Contribute towards: Broadband customer’s base of 20 MN in India by the end of 2011-12 as per broadband policy 2004.
- Providing telephone connections in villages as per Government policy.
- To leverage the existing infrastructure of BSNL for facilitating implementation of other government programmes and initiatives particularly in the rural areas (www.bsnl.co.in/about.htm).

Growth Plan of BSNL

BSNL has continued its growth story ever since its formation and presently it is one of the largest & leading public sector units in India, providing a bouquet of telecom services: wireline, GSM mobile CDMA mobile, Internet, Broadband, Carrier service, MPLS-VPN, VSAT, VoIP, IN Service, etc. BSNL has customer base of 121.65 million as on 31st March 2013 and further plans to increase it to 189 million with 165.47 million wireless customers by March 2017.
New Services Introduced /planned by BSNL

- **3G Services**: BSNL has covered 1259 cities with 3G services across the country and all 2G customer have been enabled for 3G facilities.

- **Broadband services**: the shift in demand from voice to data has revolutionized the very nature of the network. BSNL is poised to cash on this opportunity & has planned for extensive expansion of Broadband services. BSNL has increased minimum download speed to 512 kbps. BSNL has covered more than 1.69 lakh villages with Broadband services. The broadband customer base of BSNL has reaches to 10.13 million customers in March 2013 & further BSNL plan to increase Broadband customer to 17.50 million by March 2017.

- **Fibre to Home (FTTH)**: to meet demand for high bandwidth services, BSNL has rolled out FTTH services (GPON & GE-PON) in 2010 for the first time in the country. FTTH services have already been launched in more than 160 cities.

- **Mobility in WLL**: BSNL is planning to provide full mobility on its WLL network from March 2010.

**Staff**: people are most important asset to achieve goals of the organization as well as sustain the organization, BSNL staff details as follows

<table>
<thead>
<tr>
<th>S.No</th>
<th>Type of employee</th>
<th>No. of employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Executives</td>
<td>56,113</td>
</tr>
<tr>
<td>2</td>
<td>Non-Executives</td>
<td>225522</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>281635</strong></td>
</tr>
</tbody>
</table>

**Important Projects under implementations:**
BSNL is augmenting its GSM Network by 15 Million lines to meet its capacity requirement, through Phase VII GSM expansion project.

- Augmentation of broadband Network by additional 3.2 Million ports
- Migration of Wireline customers from legacy Network to Next Generation Network (NGN)
- Augmentation of Optical Fibre network
- Implementation of Enterprises Resource Planning (ERP) system country vide in BSNL
- Executing DoT’s work of building alternate communication infrastructure for Defence (NFS)
- Executing BBNL’s part work/project of high speed Broadband connectivity to panchayat (NOFN)

- 6731 Base Station rural phase – II WiMax project for 52000 CSCs covering all Telecom Circles except Kerala & A&N.

**Bharathi Airtel Limited a Private sector Telecom company in India**

Bharathi Airtel Limited is a leading global telecommunications company with operations in 20 countries across Asia and Africa Headquartered in New Delhi, the company ranks the top 4 mobile service providers globally in terms of subscribers. In India, the company’s product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed DSL broadband, IPTV, DTH, enterprise services including national & international long distance services to carriers in the rest of the geographies, it offers 2G, 3G wireless services and mobile commerce. Bharathi Airtel had over 269 million customers across its operations at the end of the March 2013. Established in July, 07, 1995 as a Public Limited
Company the proportionate revenue Rs. 213,244 million (ended Sept. 30, 2013 – Audited Rs. 193,999 million (ended Sept 310, 2012- Audited) as per IFRS Accounts.

Customer Base

The customer base of the Airtel in India 193,457,000 GSM mobile, followed by 3,338,000 – Telemedia customers and 8,572,000 digital TV services, international status is 74,720,000 GSM mobile customers (http://www.airtel.in)

Our Brand

Airtel was born free, a force unleashed into the market with a relentless and unwavering determination to succeed. A spirit charged with energy, creativity and a tem driven to seize the day with an ambition to become the most admired telecom service provider globally. Airtel, in just ten years of operation rose to the pinnacle of achievement and continues to lead. As India’s leading Telecommunications Company, Airtel brand has played the role of a major catalyst in India’s reforms contributing to its economic resurgence. Today we touch people’s lives with our mobile services, Telemedia services, to connecting India’s leading 10000+corporates. We also connect Indians living in USA, UK and Canada with our call home service.

Vision & Promise of Airtel Limited

- Become the most loved brand by 2015
- Multiplatform services in telecom enterprise and digital television, unified under brand Airtel
- Amongst the Top 100 of most valuable Global Brands list
- No. 1 service brand in India
- One of the top 10 brands in Africa – within 3 years of operations there
- Successfully unified operations across the globe under the umbrella of Airtel
Enriching lives means putting the customer at the heart of everything we do. We will meet their needs based on our deep understanding of their ambitions, wherever they are. By having this focus we will enrich our own lives and those of our other key stakeholders. Only then will we be thought of as exciting, innovation, on their side and a truly world class company.

**Awards won by the Airtel**

Bharathi Airtel Sri Lanka bagged silver at the prestigious HRM Awards. Airtel Sri Lanka was recognized for their HR Practice by HRM awards