

Share of BSNL

*287. SHRI R.C. SINGH: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether the market share of Bharat Sanchar Nigam Limited (BSNL) has come down from 31 per cent in 2006-07 to 16 per cent this year;

(b) if so, whether any study has been carried out to find out the huge fall in share of BSNL in the market;

(c) if so, the details thereof;

(d) whether according to Ministry, management is not as aggressive as it ought to have been in view of cut throat competition in the sector;

(e) if so, how his Ministry proposes to address this problem; and

(f) to what extent bureaucratic obstacles are contributing in the downturn of BSNL?

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI A. RAJA) : (a) Sir, the overall market share of BSNL has come down from 31.29 per cent in 2006-07 to a 15.75 per cent as on 28.02.10.

(b) and (c) Yes, Sir. An independent study was carried out through market research by M/s IMRB to identify the reasons for surrender of WLL and landline telephones. M/s IMRB submitted a detailed report of its findings to BSNL in January 2009. The main reason identified for the surrender of landline telephone connections includes the increased usage of mobile phones by the subscribers.

BSNL embarked upon transformation exercise in December 2008 to remain competitive in the market with the help of Boston Consulting Group (BCG), a Management Consultancy Firm. M/s BCG in its report has identified important areas, which are affecting the company's market share. Based on the recommendations of M/s. BCG, BSNL has taken number of new strategy initiatives for improving BSNL's market share.

Further, Government constituted an Expert Committee under the Chairmanship of Shri Sam Pitroda in January 2010 to review the performance of BSNL and suggest measures for improving overall performance of the company. The Committee has submitted its report to the Government.

(d) and (e) The studies carried out haven't given any specific observation about lack of aggressiveness in the management. However, as per the recommendations M/s. BCG, BSNL has undertaken organization restructuring to provide end-to-end focus on core businesses viz. mobile, fixed access, enterprises and new businesses. The Pitroda Committee has given recommendation for enhancing the quality of senior executives, the management team and the decision-making process to respond to the competitive business environment and the changing market realities.

(f) BSNL has to follow the prescribed procedures, rules and regulations issued by various Government entities for Public Sector Undertakings (PSUs), which are more cumbersome than the procedures followed by private operators. Also, BSNL has to fulfill the social objectives of the Government besides catering to the highly competitive business requirements.

Tourist resorts in Kashmir Valley

*288. PROF. SAIF-UD-DIN SOZ: Will the Minister of TOURISM be pleased to state:

(a) whether his Ministry is aware of the fact that there are scores of scenic beauties in Kashmir Valley which need development as tourist resorts; and

(b) if so, the action taken in this behalf?

THE MINISTER OF TOURISM (KUMARI SELJA) : (a) and (b) Yes, the Ministry of Tourism is aware of the scenic beauties in Kashmir Valley. Development and promotion of tourism is primarily undertaken by the State Governments/UTs. However, Ministry of Tourism provide Central Financial Assistance (CFA) for tourism projects which are complete as per scheme guidelines and identified in consultation with the State Government, subject to availability of funds and *inter-se*-priority under various schemes.

Recognizing the tourism potential of Jammu and Kashmir, the Ministry has sanctioned Rs. 151.63 crores during Eleventh Plan Period under various schemes for development of tourism infrastructure in the State.

Corruption in Mine Sector in Odisha

†*289. SHRI RUDRA NARAYAN PANY: Will the PRIME MINISTER be pleased to state:

(a) whether his Ministry has received any letter demanding enquiry by Central Bureau of Investigation (CBI) into rampant corruption going on in mines in Odisha;

(b) whether his Ministry is aware of the fact that the entire State is agitated and demanding CBI inquiry into the matter;

(c) whether the Ministry would take any step for a CBI inquiry into the matter keeping in view the demand by the people of the State; and

(d) if so, the time by when the order for such an investigation would be given?

THE MINISTER OF STATE IN THE MINISTRY OF PERSONNEL, PUBLIC GRIEVANCES AND PENSIONS (SHRI PRITHVIRAJ CHAVAN) : (a) to (d) Yes, Sir. References from the Ministry of Mines and the Ministry of Home Affairs were received forwarding therewith requests from several persons for independent investigation into alleged illegal mining in Odisha.

†Original notice of the question was received in Hindi.