

Performance of BSNL

4478. SHRIMATI SHOBHANA BHARTIA: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether the BSNL's estimated losses during the year 2009-10 are likely to reach nearly Rs. 3641 crore;

(b) if so, the facts thereof;

(c) whether DoT and BSNL have entered into an MoU to monitor the performance of BSNL on a quarterly basis;

(d) if so, whether the MoU between DoT and BSNL has failed to check BSNL's losses; and

(e) if so, the details of any new strategies being mooted to keep BSNL breakout of the cycle of losses?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI GURUDAS KAMAT): (a) Sir, Bharat Sanchar Nigam Limited (BSNL) has registered a profit of 178 crores for financial year 2009-10 up to December, 2009. Accounts for the whole financial year period ending 31.3.2010 have yet not been finalized.

(b) The financial performance of BSNL during 2009-10 is as under:—

(Rs. in crores)

Financial Year	Total Income	Total Expenditure	Net Profit
2009-10 (upto September, 2009)	16,270	15,657	162
2009-10 (upto December, 2009)	24,284	23,296	178

(c) Yes, Sir.

(d) and (e) The performances of BSNL against the yearly Memorandum of Understanding (MOU) targets is reviewed by Department of Telecommunications and Department of Public Enterprises and conveyed to BSNL for taking corrective actions.

In order to improve the performance, 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, like:—

1. **Organisational Transformation** : The following initiatives have been taken:—

- Redesigning the organisational structure on the basis of new verticals — consumer mobility, consumer fixed access, enterprise and new businesses, catering to changed market needs.

- Developing sales and distribution capabilities and expanding distribution channels, creating processes, systems, training and incentives to enable the sales teams and channel partners.
 - Developing a system of providing service level agreements (SLAs) for large enterprise customers and focusing on corporate accounts.
 - Improving customer care and after sales service.
2. Leasing of BSNL's Passive Infrastructure to other service providers.
 3. Enterprise Business Unit for dealing with Corporate Customers.
 4. Commercial utilization of fixed assets.
 5. Exploring international business.
 6. Introducing Fixed Mobile Convergence to add value to wireline telephone.
 7. Providing New Value Added Services both on wireline and wireless telephones.
 8. **Broadband Services:** In addition to wireline broadband services, BSNL is also in the process of rolling out its WiMAX network to take an initial lead and provide wireless broadband services in all rural blocks in the country during 2010-11. This will help BSNL to increase its ARPU and revenue from broadband.
 9. **Fibre to Home (FTTH):** To meet the demand for high bandwidth services, BSNL is rolling out FTTH services for the first time in the country which is likely to generate substantial revenue in coming year.
 10. Use of Information Technology:—
 - Implementation of Call Data Record (CDR) based billing for wireline business.
 - Implementation of ERP for all business processes.

Spam e-mails

4479. SHRI MANOHAR JOSHI: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether Government is aware of the fact that the number of spam e-mails in the inbox of tech savvy persons conveying that they have won a lottery, etc., and fake SMSs on mobile numbers are increasing thereby misleading the users;

(b) if so, the details thereof;

(c) whether Government is aware that the innocent users several times falling into their prey are being cheated;

(d) if so, whether Government propose to bring out a suitable amendment in the legislation prescribing stringent punishment for the culprits;

(e) if so, the details thereof; and