

# Union Minister Shri Jyotiraditya M. Scindia Reviews BSNL's Performance, Emphasizes Customer Experience and Revenue Generation

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Union Minister of Communications, Shri Jyotiraditya M. Scindia, chaired a review meeting with Bharat Sanchar Nigam Limited (BSNL)'s Chief General Managers (CGMs) in New Delhi. This high-level meeting, convened, reviewed BSNL's operational progress, addressed regional challenges, and outlined the strategy ahead for the company's network and service delivery. Also in attendance were Minister of State for Communications Shri Pemmasani Chandra Sekhar, and other senior DoT officials. In a media briefing between the sessions, Shri Scindia noted that the discussions focused on strengthening BSNL's role in the telecom sector, accelerating infrastructure rollout, and enhancing citizen-centric service delivery.



### **Focus on Growth and Modernization**

Wide-ranging discussions during the review focused on BSNL's growth strategy, improving network performance, customer service delivery, and organizational modernization. This comprehensive dialogue reinforced BSNL's positioning as a consumer-centric telecom service provider with a clear mandate of "Revenue First" targets across all business units. The forum helped align BSNL's top management in driving these priorities at every level, emphasizing accountability for outcomes.



### **Customer-First Transformation**

BSNL is undergoing a major service transformation across all its circles, business areas, and units. To underscore its "Customer First" ethos, BSNL is taking initiative emphasizes proactive customer engagement, improved service responsiveness, and prompt grievance redressal.

## Key Focus Areas & Outcomes

During the CGM meeting, BSNL's Circle Heads were briefed and aligned on several priority areas for customer outreach and service quality improvement.. The special focus areas identified included:

- Reconnecting with customers across rural, urban, enterprise, and retail segments
- Enhancing Quality of Service (QoS) in mobile networks and fiber-to-the-home (FTTH)
- Addressing customer grievances in billing, provisioning, and network uptime
- Driving accountability with “revenue-first” targets at every operational level
- Expanding enterprise services such as connectivity, VPN solutions, leased line services, and other new business opportunities.

Shri Scindia appreciated BSNL's efforts and stressed the importance of achieving measurable improvements in customer experience and revenue generation.

## New Service Initiatives

As part of the review, several new initiatives recently launched by BSNL were highlighted, aimed at enhancing service offerings and customer value. The initiatives include:

- 4G expansion and rollout in multiple telecom circles
- Introduction of **IFTV** for FTTH and **BiTV** for mobile customers platforms for next-generation infotainment
- **BSNL National Wi-Fi Roaming** (nationwide Wi-Fi roaming service for customers)
- Tailored BSNL VPN services and bundled packages for enterprise and government clients
- **CNPN** projects (private network initiatives) for high-reliability connectivity in mission-critical infrastructure
- A **Spam-Free Network** — a first-of-its-kind solution to eliminate scam and spam communications in real time
- Online portal for BBA ( BSNL Business associate) have been launched , enabling the educated youth to engage with the BSNL sales channel strengthening and earn on sales commissions .

## Towards a Digitally Empowered Bharat

With a strong focus on execution, BSNL is now driving a renewed push to become a digitally empowered, service-oriented, and financially sustainable telecom operator. The company remains committed to connecting and empowering “Bharat” by extending modern telecommunication services and infrastructure across the nation



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