

MTNL EXECUTIVES' ASSOCIATION

CENTRAL HEAD QUARTERS, NEW DELHI

[Affiliated to National Confederation of Officers' Associations of Central Govt. PSUs (NCOA)]

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To

Shri Ravi Shankar Prasad,
Hon'ble Minister of Communication & IT
Govt of India
New Delhi-110001

Subject: Indifferent approach of Government towards elementary steps for the revival of MTNL—No regular CMD, Director (Tech) & Director (Marketing) on MTNL board

Respected Sir,

Government policy plays a crucial role for running any organization. After the formation of new Govt., there was a firm public commitment by the Government that revival of MTNL shall be the top priority but, after the passage of more than 9 months since then, even basic and elementary steps have not been initiated in this respect. **It is highly exaggerated to talk about revival of a company which is headless and having half board only.** Without a complete board, a comprehensive and clear revival roadmap cannot be drafted. This condition is adversely affecting MTNL services maintenance also.

When your good self took over the charge of Communication & IT Ministry, we were fully hopeful that MTNL will be revived under your able leadership and guidance in the same way as you did for Coal India. It came as silver lining in dark cloud in our life. But after passage of 9 months, our last hope is also getting faded as no visible and long term sustainable actions have been initiated so far for revival of the organization.

Our Association wants to figure out some important and crucial issues for revival, which need to be taken care by the Government on immediate basis, if government is really serious for the revival of MTNL, they r: -

➤ **Head less and incomplete regular Board of MTNL:**

From last one year there is no regular CMD & Director (Tech) in MTNL which is continuously hampering our policy decisions, causing, indecisions about roadmap & strategies and even sometimes operational activities. Therefore, it is the **first & prime responsibility** of the Government to provide a stable and regular Board to the MTNL, which can pave a roadmap for revival. **How can a boat run without its captain.** This is the first and foremost example of policy paralysis from government side. In past also, certain decisions/policies of government have brought the company in disastrous situation. CMD is the organization's chief mentor & whatever he does it matters. CMD's leadership or lack of it, in steering the company plays a strong role & influence in the long term success of the company. In these difficult times of transformation, focus on performance is the key to success particularly in the case of crisis ridden company like MTNL, where CMD need to act with more courage and conviction, which is not possible with present purely temporary, adhoc and look after arrangement of CMD. **Posting of a regular incumbent CMD (with a pre-defined assured tenure) undoubtedly enhances his personal credibility, command and authority over the company, rejuvenates and energizes the management team. Then he can engages the field functionaries and give confidence to customers and other stakeholders about future performance and empower him to set direction for long term change for transformation.**

The role of the non-regular un-confirmed authority of leader (look after type of CMD) piloting such a change would indeed be quite daunting for MTNL. Only a regular and empowered CMD would be able to dismantle the bureaucratic bottlenecks & cobwebs which hinders performance and business growth of the company and can help to create a new temperament and inculcate a new sense of confidence in employees thereby accelerating the transformation and transition. A strong, determined and effective top leadership is earnestly needed to lift the company up. So, regular CMD, Director (Technical), Director (Marketing) and some other imminent professional non-functional directors are required to be appointed immediately.

➤ **Posting of Director (Technical)**-Director (Technical) is a very important post for a company like MTNL, but this post is lying vacant for last two years. This shows how reluctant govt is regarding revival of MTNL. There is urgent need to post a regular Director (Tech).

➤ **Post of Director (Marketing)**

While **MTNL's only source of revenue is by selling telecom services**, but unfortunately company doesn't have functional Director (Marketing) on its Board of Management. Whatever kind of superior quality of services we may devise/develop, it is useless until & unless not sold & we can't succeed business wise. Every product needs proper marketing strategy. Every other business entity has its exclusive cadre for marketing and sales along with exclusive representation in their Management Board. Astonishingly, MTNL don't have; even though it is operating in cut throat competition with bigger private players. MTNL, therefore, immediately needs functional Director (Mktg) on its Board, who should be accountable for sales, marketing and revenue functions.

In view of the above, your immediate and kind intervention is solicited on the above key identified issues. We also request that employees be made part of change process and even in the decision-making process; board should have representation from all section of employees. We are confident that under your supervision revival of MTNL will be taken on highest priority.

With kind regards

Yours sincerely


(V.K. Tomar)

General Secretary

Copy to:

1. Shri Nirpendra Mishra, Principal Secretary to Hon'ble PM for n/a pl
2. Shri Rakesh Garg, Secretary, DoT for n/a pl
3. Shri Uma Shankar, Jt Secretary (T) DOT for n/a pl
4. Shri P K Purwar, CMD/ Dir (Fin), MTNL for information pl.
5. Shri Sunil Kumar, Director (HR & EB), MTNL for information pl

