

Big Interview: BSNL's here to compete

City: New Delhi

By Anjana Das , Saturday, 28 April 2018

**Interview: Anupam Shrivastava,
CMD, BSNL**



Indian telecom services market is not for the faint-hearted. Only the fit can survive and operate. Many have perished, sold off their assets and some have even landed at insolvency courts. As the bloodbath continues over profitability and subscriber acquisition, the sector consolidates to three private and one PSU operator (BSNL). Amid all pressure points, the PSU stands up to the challenges thrown by Reliance Jio and the like. The hurdles are not limited to just external competition. It is more acute internally as well. The challenge of a huge and aging two lakh workforce, absence of lucrative circles of Delhi and Mumbai, lack of spectrum, grand social commitments without any return, only make the situation go from bad to worse.

But these factors don't deter the ever-optimistic CMD of BSNL to plan for a pan India 4G roll out and sign agreements for 5G services. From a severely loss-making era to an EBIDTA-positive phase, the PSU has been able to stand tall because of the leadership and continuous efforts. A little over three years into the role, he has made the PSU a market, service and customer-oriented organisation. The soft-spoken CMD can be credited for being a tough taskmaster in transforming the lethargic attitude of the employees with a 'service with a smile' approach and introducing a corporate culture. BSNL will

