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**AN RAI**

## 'The comradeship amongst us can meet any challenge'

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**NEW DELHI:** Bharat Sanchar Nigam Ltd (BSNL) is in the process of expanding its services across various segments. AN Rai, the organisation's director (enterprise) with additional charge as chairman and managing director, is steering his workforce of more than 2.44 lakh employees to achieve that objective. He spoke to HT about his vision for BSNL. Excerpts:



**WE HAVE BEEN EXPANDING OUR NETWORK TO MEET THE DEMAND OF OUR CUSTOMERS**

**How do you plan to overcome the challenges faced by BSNL?**

The strength of BSNL is its people. The comradeship amongst us can meet any challenge. People are committed to the organisation. I have worked in remote parts of India like the North-East, and even in such places they are highly motivated despite all kinds of challenges. It is important to take them along with you.

**You said employees are the biggest strength for BSNL. How do you plan to leverage that?**

We are constantly interacting with field officers in all circles. It is important to motivate them and encourage their innovations and efforts. Most importantly, we would be taking along the unions with us in our approach to meet the challenges.

**What has the organisation done to remain competitive?**

The immediate challenge before BSNL is improving its financials. It is a fact that, as on date, we are not cash rich. We have to find ways to improve it. Some steps have been taken. This is important for our network expansion

because competitors are expanding and we have to match their pace to reach more customers.

**What will be BSNL's major targets for 2014-15?**

In addition to the fixed line and mobile service, BSNL has steadily made its presence felt in other value-added services. Constantly, we have been expanding our network to meet the demand of our customers. This year we will expand our capacity by another 10 million lines. This would help us provide more value addition to the services. We have the capacity in mobile and would further increase it during the year.

**BSNL did pioneering work in broadband. How do you plan to take that forward?**

Broadband has traditionally given better performance through fixed line. Our effort would be to increase and improve the land line connection and offering high broadband speeds. We will aggressively approach fibre to homes/offices. We have introduced high speed internet in more than 100 cities and hope to expand it more in rural areas.