

Final project report

Business, Marketing



GUIDE CERTIFICATE This is to certify that ASHISH RANA from M. B. A. 4rd semester bearing university roll number -611012045 has completed his Final project Report under my guidance. Project Guide (MR. NAVEEN SIR) Signatur

ABSTRACT “ A study on the customer perception of mobile phone service providers with special reference to BSNL” is a project aimed at studying the competitive position of BSNL, the strength and weakness of BSNL’s competitors, accessing the present level of service provided by BSNL and identifying the areas which require attention by BSNL for improving its services.

The type of research undertaken for the study was descriptive research and the sampling design used is stratified proportionate random sampling. The sample size was 100. The target respondents were the customers of AIRTEL, AIRCEL, BSNL, and RELIANCE in a proportionate number. The data was collected using a standardized questionnaire, through the interview mode. From the analysis it was found that AIRTEL and AIRCEL are the main competitors for BSNL.

AIRTEL’s promotional campaign has played a significant role in attracting customers and its huge amount of value added services and add-on card features has also added to its success. AIRCEL’s call tariff and its early entry into the market and its SMS facilities has made customers choose its service. It is also found that the good network coverage, call tariff and roaming facilities are the strengths of BSNL whereas SMS charges, poor customer care, lack of value added services, lack of effective promotional campaigns and high network congestion are some of BSNL’s weakness.

It is found from the analysis that the awareness of the schemes that BSNL introduce is not known to the public. The study has also revealed that there are small proportions of BSNL customers who are not satisfied with the services that BSNL offers. ACKNOWLEDGEMENT I take this opportunity to express our acknowledgement a deep sense of gratitude for rendering valuable assistance and guidance to us by the following personalities for successful completion of our research project. I am highly indebted to Mr. Naveen Sir (Sr.

Lecturer), department of management: Sri Sai University Palampur (H. P) for assigning us interesting task. I have fortunate enough to have him as a wonderful guide and for her personal encouragement, prompt assistance, constructive criticism, valuable interest, guidance and supervision in completing our project report successfully. . The experience was novel one and we would like to thank all the people who have lent their valuable time for the recording of the data and completion of the report. Without their consideration it would have been difficult to complete the study.

Ashish Rana TABLE OF CONTENTS | Certificate i | | Acknowledgement iii | | Table of contents iv | | Sr. No. | Name of Chapters | Page No. | | | | 1 | EXECUTIVE SUMMARY | 05-06 | | 2 | OBJECTIVES | 07 | | 3 | METHODOLOGY | 08 | | 4 | COMPANY PROFILE | 09-18 | | 5 | VISION AND MISION | 19 | | 6 | STRATICS | 20-23 | | 7 | SYNOPSIS | 24-31 | | 8 | COMPITITORS | 32-37 | | 9 | DATA ANAYSISES AND INTERPRETATION | 38-48 | | 10 | CONCLUSION & REFERENCE | 49-53 | | | EXECUTIVE SUMMARY Spending a period of three weeks with the project “ A STUDY ON THE CUSTOMER PERCEPTION OF MOBILE PHONE SERVICE PROVIDERS WITH SPECIAL REFERENCE TO BSNL”

was really a very interesting time for me . The way I received the views of the people in different areas of PALAMPUR (H. P. division made me to realize that practical experience is much different from theoretical knowledge. I was in direct selling and, I realized that it is very difficult to understand the behavior of customers. I am saying this because even though I was associated with a brand, sometimes it was difficult to convince the custom BSNL has a Quality management system which is demonstrated through its ability to consistently provide product and services that meets customer and applicable regulatory requirements. It aims to enhance customer satisfaction through its effective services B. S. N. L was born free, a force unleashed into the market with a relentless and unwavering determination to succeed.

A spirit charged with energy and creativity and a team driven “ to seize the day” with an ambition to become the most globally admired telecom service. B. SNL after just few years has risen to the pinnacle of achievement. As India's leading telecommunications company serving over 33 million customers the brand has played the role as a major catalyst in India's reforms, contributing to its economic resurgence. Today it touch people’s lives with its Mobile services to connect India's leading 1000+ corporate , empower them through Broadband services and connect Indians living in USA with the call home service. The strong product line from BSNL in Corporate Connections, customer friendly service and national distribution strength.

Have helped in making BSNL the most preferred brand of mobile service provider in corporate world The telecom sector is witnessing a tough competition, with every major players (Reliance, Hutch in corporate) having

a range of products, with the entry of Vodafone, it will become more tough. Despite of various difficulties and limitations faced during my research report project I tried myself to gain as much experience of marketing because Marketing is a very crucial activity in every business organization. Every product produced within an industry has to be marketed other wise it will remain as unsold stock, which will be of no value. OBJECTIVES OF THE STUDY

The objectives of this study/project as follows: ? To identify the features that encourages customers to avail services from mobile service providers. To evaluate various features provided by mobile service providers to identify their USP. ? To assess the present level of service provided by BSNL and compare the same with its competitors. ? To identify new areas which require attention by BSNL for attaining customer delight. ? To evaluate the strength and weakness of competitors of BSNL and to furnish recommendations for meeting the competition. LIMITATIONS ? The sample size of 100 respondents may not be representative of the entire population. ? The respondents consisted of various classes of people with varying levels of education, hence during the interview process the language and words that was used to ask the question was modifies suitably.

This might have made the respondents interpret the question in a different fashion, Hence there is a possibility of bias. ? The linking or loyalty of the respondents to a particular service provider might have made them to respond in a biased manner. RESEARCH METHODOLOGY PRIMARY DATA: ? Data collected from sample of 250 people in Palampur involved in different professions by questionnaire method ? Data collected by visiting BSNL Retail. SECONDARY DATA: ? Data Collected from Internet. ? Information received

from various pamphlets, brochures and journals of BSNL. TYPE OF RESEARCH: Quantitative research Quantitative research is generally associated with the positivist/post positivist paradigm.

It usually involves collecting and converting data into numerical form so that statistical calculations can be made and conclusions drawn. COMPANY PROFILE Bharat Sanchar Nigam Ltd. formed in October, 2000, is World's 7th largest Telecommunications Company providing comprehensive range of telecom services in India: Wire line, CDMA mobile, GSM Mobile, Internet, Broadband, Carrier service, MPLS-VPN, VSAT, VoIP services, IN Services etc. Within a p of five years it has become one of the largest public sector units in India. BSNL has more than 2. 5 million WLL subscribers and 2. 5 million Internet Customers who access Internet through various modes viz. Dial-up, Leased Line, DIAS, Account Less Internet(CLI).

BSNL has been adjudged as the NUMBER ONE ISP in the country. BSNL has set up a world class multi-gigabit, multi-protocol convergent IP infrastructure that provides convergent services like voice, data and video through the same Backbone and Broadband Access Network. The company has vast experience in Planning, Installation, network integration and Maintenance of Switching & Transmission Networks and also has a world class ISO 9000 certified Telecom Training Institute. Bharat Sanchar Nigam Ltd. [BSNL] will recruit Management Trainees (External) through competitive examinations to be held on All India basis, on different dates to fill up position of Deputy Manager in Telecom.

Operations, Marketing, Finance, HRM & IT. HISTORY The foundation of Telecom Network in India was laid by the British sometime in 19th century.

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The history of BSNL is linked with the beginning of Telecom in India. In 19th century and for almost entire 20th century, the Telecom in India was operated as a Government of India wing. Earlier it was part of erstwhile Post & Telegraph Department (P&T). In 1975 the Department of Telecom (DoT) was separated from P&T. DoT was responsible for running of Telecom services in entire country until 1985 when Mahanagar Telephone Nigam Limited (MTNL) was carved out of DoT to run the telecom services of Delhi and Mumbai.

It is a well known fact that BSNL was carved out of Department of Telecom to provide level playing field to private telecoms. Subsequently in 1990s the telecom sector was opened up by the Government for Private Investment, therefore it became necessary to separate the Government's policy wing from Operations wing. The Government of India corporatized the operations wing of DoT on October 01, 2000 and named it as Bharat Sanchar Nigam Limited (BSNL). BSNL operates as a public sector. BOARD OF DIRECTORS Corporate structure of BSNL Board consists of CMD & Five full time Directors Human Resource Development (HRD), Planning & New Services, Operations, Finance and Commercial & Marketing, who manages the entire gamut of BSNL operations.

There are five other Directors in the full Board of BSNL CMD- Mr. Kuldeep Goyal [pic] Shri Kuldeep Goyal has joined as Director (Plg.) on BSNL Board on 1st May, 2007. He is an Engineering graduate from IIT Roorkee. He joined the Indian Telecommunication Service in 1972. He is having vast experience in telecom field and had worked in all disciplines such as planning, installation, operation and maintenance of wire line and wireless services,

data services, computerization of various activities in the telecom network and provision of value added services. He has served in various parts of the India viz. Gujarat, Madhya Pradesh, Delhi and Mumbai etc.

He was also deputed to foreign project at Yemen through Telecommunication Consultants India Ltd. In his previous assignment as Chief General Manager, Maharashtra, from October, 2005 to April, 2007, he was overall in charge for monitoring of operations, planning and expansion of telecom network of the largest circle of BSNL and contributed to rapid growth of telecom network in Maharashtra and Goa states during this period. Prior to that, he was working as Executive Director, MTNL, Mumbai from December, 2004 to October, 2005. He was responsible for rapid growth of GSM Network of MTNL Mumbai more than doubling the connections during this short period, taking market share of MTNL Mumbai from 8.93% in December, 2004 to 15. % in October, 2005, in just 10 months against stiff competition.. Broadband service was also started in January, 2005, building up a customer base of 40,000 by October, 2005 in just 9 month. He has delivered a number of talks on various topics relating to Telecom for GSM Association, Institute of Engineers, Institute of Electrical and Telecommunications Engineers, CII, DD and AIR. He published many articles in 'Telecommunications' Journal on topics viz. 'Telecommunication Industry at a glance', 'Universal access -An international perspective' and 'Trade in Telecommunications'.

He was also a Member of National Working Group of ITU- T Study Group 2 on operational aspect of service provision, networks and performance of telecom networks and participated in meeting of ITU-T Study Group 2 at Geneva. He was also a member of Telecommunication Committee of Indian

Merchants Chambers, Mumbai. In his present assignment, Shri Goyal would be responsible for ensuring planning and execution of strategy for expansion of BSNL network to achieve the targets set by the Government for 2010.

Director (Operations)- Shri J. R. Gupta [pic] Shri J. R. Gupta is an Electrical Engineer, graduated from Punjab Engineering College, Chandigarh in 1971 securing first rank in the Punjab University.

He joined the Indian Telecom Service of the DOT through a country wide competitive examination in December 1972. During the last more than 33 years, he held various important & responsible positions in the DOT. He has worked for installation/commissioning of Telecom Transmission Projects, Planning, Network Operations and Maintenance, Human Resource Development, Regulatory Affairs, and Licensing and Standardization. Before joining the BSNL Board, as Senior Dy. Director General, he was heading the Telecom Engineering Center of DOT, which is a reputed institution that works on Telecom Standardization, Engineering, and evaluation of Telecom Projects, Services and Networks. Shri J. R.

Gupta has joined the BSNL Board as Director (Operations) on 02-11-2005. His main thrust is on improving the Systems and Methods so as to achieve Optimal Performance of BSNL's extensive country-wide (except Delhi and Mumbai Metros) Infrastructure and Network. He is also responsible for short-term and long-term business interests of the Company, particularly; Customer Satisfaction by way of ensuring timely, satisfactory and quality services, coordination with field units, successful implementation of New Technologies and Services through proper monitoring, and providing world

class integrated Telecom Services in the highly competitive environment.

Director (Finance)- Shri S. D. Saxena [pic]Shri S. D.

Saxena has taken over as Director (Finance) in BSNL on 03. 04. 2002. Shri Saxena holds an excellent academic record. He is M. Sc. (Physics) and MBA (Financial Management). Winner of many awards and medals, he was awarded Chancellor's Gold Medal for being the most outstanding student in the Agra University in the year 1967. Prior to joining the Government of India through the IAS, etc. examination of 1972 he was a lecturer in Physics at the University of Rajasthan at Jaipur and taught for six years. During this period he was associated with various organizations including Tata Institute of Fundamental Research (TIFR) and Atomic Energy. Among the notable assignments of Shri S. D.

Saxena, special mention can be made of C-DOT where he was involved in setting up of C-DOT with Shri Sam Pitroda and Padmshri G. B. Meemamsi. He was also Director (F) in the E-10 B Project for induction of Electronic Switching System in Indian Telecom Network. He was IFA of Mahanagar Telephone Nigam Ltd. for 7 years and was actively involved in the GDR Issue, rated as one of the best GDRs brought out by an Indian Corporate including private companies. He was a member of Rakesh Mohan Infrastructure Committee which made significant recommendations for the growth and development of Indian infrastructure sector. Shri Saxena has been an acting Member of the Study Group III under the aegis of International Telecommunication Union.

He was the Chairman of the Special Rapporteur Group of Study Group III for telecommunication statistics which made significant contributions for the

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presentation of telecom statistics on a Global scale Director (Planning & New Services)- Mr. A. K. Sinha [pic]Mr. A. K. Sinha joined the Indian Telecommunication Service of Govt of India in the year 1969. He is B. Sc (Engineering) from MIT Muzaffarpur. Prior to joining Indian Telecom Service he worked as a Lecturer at Bihar College of Engineering, Patna. Mr.. Sinha has wide experience in installation and commissioning of various switching systems in the network of Calcutta Telephones and Delhi Telephones.

While working as Divisional Engineer (Installation), he was instrumental in commissioning first C-400 type Japanese Telephone Exchange in the network of Calcutta Telephones and thereafter in MTNL, Delhi Telephones. Mr. Goyal has got installed C-400 and many Analogue as well as Digital Telephone Exchanges. Mr. Sinha has worked as General Manager (Dev) in MTNL Corporate Office as well as MTNL Delhi Telephones. He has taken extensive training both within the country and abroad in various Telecom Switching Systems and many other important fields of Telecommunications. He has also worked for three years on deputation to the Telecom Department of Government of Nigeria as Principal Engineer Training. Mr.

Goyal has worked as Chief General Manager of Andaman and Nicobar Island Telecom Circle and Jharkhand Telecom Circle. Mr. Sinha joined as CMD BSNL on 16. 09. 2004. Prior to joining as CMD, he was working as Sr. DDG (Switching) in BSNL Corporate Office Director (HRD) - Shri Niranjan Singh. [pic] Shri Niranjan Singh joined the Indian Telecommunication Service of Government of India in the year 1971. He is B. Sc. (Electrical Engineering) from Aligarh Muslim University with specialization in communications. Prior to joining Department of Telecommunications, he worked with U. P. State

Electricity Board for two years. While serving, he did MBA degree in Financial Management.

During more than 35 years of service in Department of Telecommunications and Mahanagar Telephone Nigam Limited in various capacities, he acquired wide experience for operations, maintenance and development of network, personnel, financial, commercial and marketing, project implementation, regulatory affairs, signing and implementation of various agreements with other parties. He was actively involved in legal affairs of MTNL in various fields, public relations and coordination with other utility agencies. Shri Singh was deputed to Kingdom of Saudi Arabia as Senior Engineer-cum-Quality Surveyor for Telecom Operations and maintenance projects of Eastern Province and also as Project Director of Saudi Telecom external plant expansion turnkey project in the capital city of Riyadh during 1985-90.

Shri Singh has visited countries like USA, UK, Germany, Sweden Bahrain, Singapore, Malaysia and Hong Kong to get exposure of management of telecom systems at international level. Before joining as Director (HRD), Mr. Singh held the charge of Chief General Manager (South) and Principal Chief General Manager (Operations) in MTNL, Delhi. Shri Singh joined as Director (HRD) on 1st May 2005. He is responsible for formulating and implementing policies pertaining to Establishment, personnel, industrial relations, training, restructuring and other HR related affairs. CorporatePhilosophy[pic] VISION ? To become the largest telecom Service Provider in Asia. MISION ? To provide world class State-of-arttechnologytelecom services to its customers on demand at competitive prices. ? To provide world class elecom infrastructure in its area of operation and to contribute to the growth of the country's

economy. STATISTICS The country's top telecom company, Bharat Sanchar Nigam Limited (BSNL) has been having a rough run for some time. For each step forward, it has been pushed back two steps. Just when it thought it had cleared the air on its scaled-down 23 million line GSM tender, Bharti Airtel delivered it a fresh blow. In August this year, the private operator unceremoniously unseated BSNL from its leadership position as the largest integrated telecom operator in the country (in subscriber terms), pushing ahead with 78.7 million subscribers against BSNL's 77.2 million. That must hurt.

For the one-time monopoly service provider, and the largest telecom company in terms of both subscriber numbers (mobile, fixed and internet and broadband) and revenues, the upstaging by Airtel has somewhat bruised its image. Though it is still the largest operator in revenue terms, its slow growth is worrying – a point also noted by communications and IT minister A. Raja recently. This is not to say that BSNL is not a canny operator. But as a state-run entity, it finds its hands tied when it comes to taking decisions. Its operations are subjected to bureaucratic delays, interference and controversy. Every issue needs to pass through multiple levels before it is cleared. This is time-consuming and certainly not the best way to deal with competition. The government's latest intention of merging loss-making equipment maker ITI with BSNL is a case in point.

Analysts say this is not a "smart move at all". On the one hand, the government has expressly asked the Department of Telecommunications (DoT) to work out a strategy to restore BSNL's market position, and on the other, it is suggesting a merger with a loss-making entity, which will only

impact BSNL's financial health further. As it is, the company's financials have been slipping over the years. Though on a strong wicket compared to other operators, in financial year 2007-08, BSNL's revenue (provisional) dropped to Rs 370 billion from Rs 397.15 billion in the previous year. Its profit after tax (PAT) too slipped, from Rs 78.06 billion to Rs 45 billion during the same period.

Therefore, in the event of a merger, ITI's accumulated losses of Rs 25 billion would only put an additional burden on BSNL's financials. " This would be the last straw on the camel's back," points out Sridhar Pai, CEO of consulting firm Tonse Telecom. " This should not be allowed at any cost. The world is now in a different mode and operators have a full-time job in building their brand and managing subscriber expectations. Why burden them with an ailing equipment vendor that has been surviving on subsidies and handouts from the centre? " BSNL couldn't agree more. It has reportedly informed Raja that a merger with ITI does not bring any synergies to the table. BSNL is a service provider and ITI is a manufacturing company. And no service provider is manufacturing its own equipment because it wants to source the best equipment at the best prices by exploring various options. Tying up with only one equipment manufacturer or manufacturing only one particular equipment may not be commercially producing the best out of BSNL," says Kuldeep Goyal, CMD, BSNL. Goyal, who took over the helm in 2007, finds his hands very full. BSNL's previously dominant position in all areas of operation, except rural telephony, internet and broadband, is being threatened by unrelenting competition. It is certainly more vulnerable than it was even two years ago.

In 2002, when BSNL launched mobile services, it took the market by storm, giving the older, private operators a run for their money. It matched their service offerings and competitive tariffs and soon became a contender for the top slot. By early 2006, it had 20 million customers and 25 per cent market share. Then the slide began. The company was faced with a huge capacity crunch with the last major network expansion having been undertaken in 2005. By late 2006, subscriber additions had hit an all-time low. Subsequent expansion plans were either stalled or delayed. Its mobile business, operating on a highly overburdened network, ran to the ground.

Today, BSNL, with 38.49 million mobile subscribers, trails way behind private telecom majors such as Bharti Airtel (75 million subscribers as of August 2008), Reliance Communications (RCOM) (54.29 million) and Vodafone Essar (52.76 million). In the wireline segment too, BSNL has been losing subscribers – though that is true of all landline operators. However, BSNL being the largest operator with over 80 per cent market share is probably the most impacted. What's worse is that this slide is expected to continue. Meanwhile, the company has been hit by the phasing out of access deficit charges, a revenue share it received from other operators.

The regulator is also talking about a downward revision in termination charges, which will bring down BSNL's revenues further as most calls terminate on its network [pic] BRAND NAMES OF BSNL SERVICES ? Following are the approved brand names of • CORPORATE SIGNATURE : • POSTPAID CELLULAR SERVICE: [pic] • PRE-PAID CELLULAR SERVICE: [pic] SYNOPSIS. This article deals with the miracle shared vision can do to the organization. Vision concept and philosophy at an individual as well as organization level

has been discussed. It also covers importance and driving force of vision in Marketing strategies, Selling, Business Development, Market share etc.

Various marketing trends have been mentioned. It is an effort to share vision with one and all. 1. Introduction. Our visions begin with our desires. - Audre Lorde We all have some visions of ourselves and our future, and that vision creates consequences. More than any other factor, vision affects the choices we make and the way we spend our time. Visions drive consequences. Principles drive results. Key is to base vision on principles. - Stephen R Covey. It is true for individuals as well as organizations. The strongest form of vision /motivation is to base vision on “ What Legacy we want to leave. ” And to achieve it we must take a principled centered path.

History is full of examples that many organizations have vanished grown and vanished overnight as their path to achieve vision was not based on principled way Vision of the organization can only be translated into reality, if it is shared by one and all. The best way to implement is to involve them in formulation. But even if it is conceived by higher management then it has to be explained to each and every individual of the organization, otherwise it may remain as a showpiece. 2. Marketing Objective. The ultimate objective of any marketing activity is to satisfy the customers and today even a step ahead i. e. ‘ delighting’ the customers, for which customers are offered something beyond their expectations from the service or the product. The objective being to acquire and retain the customers, who should continually feel that they are getting more value of the money, they are departing with.

Marketing is the establishment, development, maintenance and optimization of long-term mutually valuable relationships between consumers and
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organization. Successful Marketing focuses on understanding the needs and desires of the customers and is achieved by placing these needs at the heart of business by integrating them with the organization strategy, people, technology and business processes. At its most basic, Marketing involves customers, organizations and relationships and the combination creates the need for the management. In simple words it implies a buyer, a seller, bonded by the mutual need, satisfying offer and a medium/process to exchange the offer. 3. Marketing Process.

We often talk of marketing & Sales and often use it interchangeably without understanding the difference in it. Marketing is everything we do to get and leverage a client relationship. Marketing process is broad and includes all of the following: -

- Discovering what product, service or idea customers want.
- Producing a product with the appropriate features and Quality.
- Pricing the product correctly.
- Promoting the product; spreading the word about why customers should buy it.

4. Contrasting the Sales Concept with the Marketing Concept:- The concepts surrounding both selling and marketing also differ. There is a need for both selling and marketing approaches in different situations.

One approach is not always right and the other always wrong - it depends upon the particular situation. In a marketing approach, more listening to and eventual accommodation of the target market occurs. Two-way communication (sometimes between a salesperson and a customer) is emphasized in marketing so learning can take place and product offerings can be improved. The 7Ps for service marketing (Product, price, place, promotion, physical evidence, people & process) are the means to attain,

nurture, & retain the customers and not the end. 5. Mission & Vision. Here is a test to find whether Your mission on earth is finished: If you are alive, it isn't. Richard Bach.

Most of the big companies have a Vision & Mission statement so as to guide their all energy, efforts to realize it. BSNL also has a vision ' To become the largest Telecom Service provider in South East Asia'. Firstly we need to understand the parameter for being the largest. Is it revenue, ARPU, profit, subscribers, Network (no of exchanges, BTS etc)? From monopoly to multi operator scenario, BSNL's market share is bound to reduce. But how much down we will let it? There are lot of similarities between British Telecom & us. One must keep watch on market share in monthly growth and take timely action. To improve our share, we need to acquire more than 50% of new acquisitions while maintaining earlier. This is Q. ite challenging in this dynamic environment. Today landline base is reducing across globe, but why? Europe defines an operator with 25% or more market share as Significant market Power (SMP), while they intend to increase it largest operator and we must strive not only to maintain but enhance it. We need to act fast. Timely action is an essence What should be our marketing Vision, will it help us in inspiring to achieve higher. Can it be something such as " To retain the highest market share, build highest brand equity and maximizing the profits? " 6. Brand Equity. We may think what is Brand equity? In simple words it is how far people are willing to pay if we increase our prices i. e. premium for our services. We may feel happy to say there is lot of black marketing of our SIM cards. Is it a healthy sign? We reduce prices when competitors launch new schemes. Does it imply poor brand equity? Brand

Equity can be built with good equity of Quality of services at the affordable price. Continuous innovation in product and delivery of services with the appropriate pricing is the key strategy for developing the trust in customer so that he keeps his loyalty with BSNL. We have to be first mover in our efforts for product and price differentiation. Presently the market is in growth phase and price could be a differentiating factor, but how long?

Is any scope left for further cuts? Ultimately it is the Quality, customer care, and timely availability apart from price, which will matter. What is USP (Unique Selling Proposition) for BSNL? A Government company which delivers. A government company which gives service better than private could be a deadly combination, which no competitor can copy. 7. Social Responsibility. B. S. N. L. the most trusted telecom brand in year 2003 & 2004. We have been given Golden Peacock award for Best Corporate Social responsibility. How can we leverage these distinctions? These achievements need to be highlighted through public relation exercise like press meet.

This will help us in building our marketing image. In sales and distribution front though we have over one-lakh retailers, 1000 franchisees, 3300 CSCs, 36000 exchanges why are we not visible like others? Why can't we utilize all possible space? Can't we leverage our franchisee and STD-PCO strengths? Can we make these outlets as our core strength? Why our recharge coupons, India Telephone Cards are in shortage when there is no capacity constraint? Does it imply that our planning for printing, inventory management, logistics, and supply chain and of course franchisee management is inefficient? Do we have targets for these just like DELs & Cell One?

Why can't we leverage this huge network for better customer care and improve collection efficiency? We must realize that with waiver of security deposits, no OYT schemes, no advance rentals, adjustment of landline security for Cell One, we don't get fixed deposits to meet our funds requirements. Everything has to be met from Operating revenues. We need to improve collections, realize bills early, not on the last day of payment and reduce bad debts. We need to provide 24X7 culture in our organization, though we have been providing operation and maintenance on 24X7 basis in the past and we will continue to provide in future too, but what about provisioning customer care and marketing on 24X7 basis? 8.

Business Development. Business development units have been given the task to develop and nurture long-term relations with corporate houses. Many MoUs have been signed. Bulk bills are being issued. One-point payments are being realized for multiple service locations. Key Account Manager concept has been introduced. All this requires change of mindset in addition to the skills of marketing & sales. Do we have skilled manpower? Is our organization setup apt for better results? The staff expense to revenue ratio could be a good indicator. No doubt our revenues are up. Profit has increased. But consider the marketing budget we have in comparison to others.

Even with this little budget many circles are unable to utilize it. We need to probe ourselves. Corporate office has permitted delegation of up to 70% of Circle budget to SSAs. Does it mean that our budget planning is wrong? How should we allocate marketing budget and which parameter to weigh? • Per DEL/Mobile • Acquisition cost • Life time value • Competitor spend • Growth

targets 9. Life Time Value You can't give people pride, but you can provide the kind of understanding that makes people look to their inner strength and find their own sense of pride. - Charleszetta Waddles. It is high time we learn fast, groom ourselves, improve our mindset and act fast.

Business perspective is equally important as excellence in Telecom operations, maintenance, and installations & planning. Our core competence should be telecom business acumen and not just traditional expertise developed over the 10. Summary Vision is set in the Boardroom but realized in the battlefield. Each and every customers has to continuously lead this battle to be victorious. The corporate office is always willing to provide all resources. Together we can realize our vision. CAPITAL OUTLET OF BSNL Cumulative Capital Outlay BSNL had Gross fixed assets of over Rs 1, 11, 692 crores (US \$ 25. 12 Billion) as on 31-03-2006. [pic] CAPITAL INVESTMENT Annual Capital Investment in the network has increased from Rs. 85 crores (US\$ 0. 18 billion) in 1986-87 to over Rs. 6838 crores (US \$ 1. 53 billion) in 2005-06. This investment has been financed mainly by the internal accruals. [pic] COMPETITORS [pic] Type Public, Listed on BSE Founded 1985 HeadQ. uarters [pic] New Delhi, India Key people [pic] Sunil Mittal Industry Telecom Products Mobile and Fixed-Line Telecommunication operator Revenue [pic]USD 3. 66 billion Website <http://www. Bharti. com> Bharti Airtel, formerly known as Bharti Tele-Ventures Limited (BTVL) is among India's largest mobile phone and Fixed Network operators.

With more than 40 million subscriptions as of May 2007, the company is one of the world's fastest growing telecom companies. It offers its mobile services under the Airtel brand and is headed by Sunil Mittal, India's sixth

richest men with a total worth of US\$6.9 billion. The company is the only operator to provide mobile services in all the 23 circles in India. The company also provides telephone services and Internet access over DSL in 14 circles. The company complements its mobile, broadband & telephone services with national and international long distance services. The company also has a submarine cable landing station at Chennai, which connects the submarine cable connecting Chennai and Singapore.

The company provides reliable end-to-end data and enterprise services to the corporate customers by leveraging its nationwide fiber optic backbone, last mile connectivity in fixed-line and mobile circles, VSATs, ISP and international bandwidth access through the gateways and landing station.

[pic] Airtel is a brand of telecommunication services in India operated by Bharti Airtel. Airtel is the largest cellular service provider in India in terms of number of subscribers. Bharti Airtel owns the Airtel brand and provides the following services under the brand name Airtel: Mobile Services (using GSM Technology), Broadband & Telephone Services (Fixed line and Internet Connectivity), Long Distance

Services and Enterprise Services (Telecommunications Consulting for corporate). Leading international telecommunication companies such as Vodafone and SingTel hold partial stakes in Bharti Airtel. TATA TELESERVICES Tata Teleservices Limited (TTSL) is part of the Tata Group of Companies, an Indian Conglomerate. The company forms part of the Tata Group's presence in the Telecommunication Industry in India, along with Tata Teleservices (Maharashtra) Limited (TTML) and VSNL. IDEA CELLULAR Idea cellular is a wireless telephony company operating in various states in India. It initially

started in 1995 as a joint venture between the Tatas, Aditya Birla Group and AT by merging Tate Cellular and Birla AT Communications.

Commons: Image: Idea Cellular logograph created by User: Karan deshमुख9005. Initially having a very limited footprint in the GSM arena, the acquisition of Escorted in 2004 gave Idea a truly pan-India presence covering Maharashtra (excluding Mumbai), GAO, Gujarat, Andhra Pradesh, Madhya Pradesh, Chattisgarh, Uttar Pradesh (East and West), Haryana, Kerala, Rajasthan and Delhi (inclusive of NCR). **MARKETING OF MOBILE PHONES** The communication has become so important in the world of today that it provides a ground for success almost in all fields of human interactions, communications is the sum things that one person does when he wants to create understanding in the mind of other. It is a bridge of the meaning.

It involves a systematic and continuous process of telling, listening and understanding. Recent developments in the field of communication have revolutionized the style of human being in the society. The telephones and mobile phones have become the necessities of daily life. The two instruments play an important role in the business profession and in jobs as well. Through India is a developing country but it has successfully converted its capacity to realities in the field of human interactions/ communication. Some specific group (businessman, professionals, customers) enjoy the facilities of mobile phones and instrument is becoming more popular with the passage of time.

Bharat Sanchar Nigam Limited and some other private companies like Airtel and Reliance are working in the field of providing the facilities to the common people. The instruments manufactured by the national and foreign

companies are in the market. The urban population is their target customers in the unaware of the benefits of the mobile phones in day to day life, therefore some specific methods of marketing are required to make the mobile phones an article of daily use in the rural areas. AVILABILITY OF MOBILE HANDSETS IN PALAMPUR Two basic things required for the use of mobile & landline phones by the people of a particular area are:- 1. Availability of mobile & landline phones sets 2.

Availability of land line connections as well as WLL signals in the areas. As it has already been discussed that there are 78 Gram Panchayat and one municipality in Pratapgarh Sub-Division. In this area main two companies are providing land line connection and WLL signal to the people and these are:- 1) Bharat Sanchar Nigam Limited (B. S. N. L.) The B. S. N. L. has providing sim cards of mobile telephony to 120, 000 customers as on 31 March 2009 under prepaid and postpaid facility. 32400 customers has been provided prepaid connections facility and 87, 600 customers has preferred for postpaid services. At the time Following schemes of recharging are implemented by B. S. N. L. • Rs. 331 (Talk value Rs. 75) (Period 30 days +15 days) • Rs. 551 (Talk value Rs. 361) (Period 45 days +15 days) • Rs. 1102 (Talk value Rs. 822) (Period 120 days +15 days) • Rs. 2204 (Talk value Rs. 2000) (Period 180 days + 15 days) • Rs. 3306 (Talk value Rs. 3000) (Period 365 days +15 days) (2)Airtel:- The Airtel has provided connections to 30, 000 customers. Out of these customers 28050 has been provided prepaid sim cards and 1950 customers has Been provided post paid sim cards . Under prepaid sim cards Schemes are implemented by the companies are as follows:- • Rs. 110 (Talk value Rs. 49. 32) (Period 10 days) • Rs. 330 (Talk

value Rs. 175) (Period 30 days) Rs. 660 (Talk value Rs. 473) (Period 45 days)

- Rs. 1100 (Talk value Rs. 873) (Period 69 days) • Rs. 3000 (Talk value Rs. 2869) (Period 365 days)

DATA ANALYSIS & ITERPRETATION

Ques. - Do you posses any Mobile phone? Y N ITERPRETATION:- 54% SAYS YES 46% SAYS NO

Ques. - Which operator service do you have? B. S. N. L. AIRTEL RELIAN OTHERS ITERPRETATION:- 39% B. S. N. L. 31% AIRTEL 22% RELIANCE 8% OTHERS

Ques. - Are you satisfied with your service? Yes No Can't S ITERPRETATION:- 66% YES 26% NO 8% CAN'T SAY

Ques. - How you came to know about your services? TV RADIO NEWSPAP FRIENDS OTHERS ITERPRETATION:- 23% TV 33% RADIO 14% NEWSPAPERS 19% FRIENDS 1% OTHERS

Ques. - Are you using prepaid or postpaid connection? PREPAI POSTPA ITERPRETATION:- 73% PREPAID 27% POSTPAID

Ques. -Which mode of recharge you will prefer? EASY RECHAR RECHARGE CA ITERPRETATION:- 68% EASY RECHARGE 22% RECHARGE CARD

Ques. - Do you think that private co. can offer you better services as compared to BSNL? Y N ITERPRETATION:- 48% SAYS YES 52% SAYS NO

Ques. - Are you aware about the different scheme provided by your operator? Y N ITERPRETATION:- 73% SAYS YES 27% SAYS NO

FINDINGS The major findings of the study are summarized as follow:- While surveying I got that 54% people have mobile phones and 46% haven't.

Out of total person availing the facility of mobile phones users 39% B. S. N. L. , 31% AIRTEL, 22% RELIANCE, & 8% are OTHERS have opted connections. In 100 people 66% were satisfied, 26% weren't & 8% says they can't say because they haven't any idea about there service provider companies competitors. On analysis it was found that 23% by TV, 33% Radio, 14%

Newspaper, 19% Friends, & 11% customers got information about On analysis it was found that 73% customers have got postpaid connections and 27% customers have opted prepaid connections. 52% customers say that B. S. N. L. can offer better services than private companies because B. S. N. L. has Govt control. In Pratapgarh (U. P.) sub-division B. S. N. L. as provided connection to 5000 customers and Airtel has provided connection to 3950 customers. In the area the sim cards of B. S. N. L. and Airtel are recharged at 10 places and 6 places respectively. The services were provided by B. S. N. L. and Airtel in 2003 in this sub-division and after that a considerable increase in the number of customers has been witnessed in the both the companies. A considerable section of the customers (48%) uses the mobile phones because of the reason that by using it , they can have regular contact with theirfamilymembers . However 30% of the customers said that it helps them in their business/ employment activities. emaining 22% are using for some other reasons. The users were asked to tell “ how the mobile phones can be made popular in the area. The 44% said that signal should be made available in all villages, 48% said that B. S. N. L and Airtel should introduced some new schemes of prepaid sim card and 8% of the users were of the view that latest models of different companies should be introduced in the market . On the same question the non-users view point was as follow:- 20% said that some cheap models(product) should be introduced, 66% said that some new schemes on less rate be introduced by B. S. N. L. and Airtel and 14% said that existing schemes should be popularized in the area.

The 16% of the sub dealer of the view point that cheapest models should be introduced in the rural market. 28% were of the view point that people

should be made aware about the benefits of mobile phones. 32% of the sub-dealers said that some more schemes should be introduced by B. S. N. L. and Airtel and 8% were of the view that latest models should be introduced.

SUGGESTION & RECOMMENDATIONS Some efforts should be made at local level to make the mobile phones popular in the area. As the financial range of the rural population is limited therefore the cheap models should be displayed at market places. The availability of recharging facility is not regular in the area.

Some steps should be taken in this direction. Dealer should try to improve their after sale service Some more and cheaper schemes should be started by B. S. N. L. B. S. N. L should try to expand its signal facility as it is not available in many villages of the area Displaying of mobile phones in maximum possible market places is the important factor in this direction

CONCLUSION The present study has attempted to candidly review, examine and explore in depth various aspects of customer's behavior for prepaid & postpaid connection of B. S. N. L. During the course of study, a large number of observations have come to light.

The present chapter is aimed at presenting the major findings which emanate from the study and offering some useful suggestions, which have been incorporate in two sections vis, its section first contains major conclusion and finding and section second deals with some useful suggestion

QUESTIONNAIRE Ques. 1 - Do you posses any Mobile phone? Ans. a. Yes b.

No Ques. 2 - Which operator service do you have? Ans -

Ques. 3 - Are you satisfied with your service? Ans. - a. Yes b. no Ques. 4 -

How you came to know about your services? Ans. -a. TV b. Radio c.

Newspaper d. Friends e. other Ques. 5 - Are you using prepaid or postpaid connection? Ans- Ques 6. -Which mode of recharge you will prefer? Ans- a. Easy recharge b. Recharge coupon Ques 7 - Which services of your operator you like the best? Ans- Ques. 8 - Do you think that private co. can offer you better services as compared to BSNL? Ans- a. Yes b. no Ques. 9 - Are you aware about the different scheme provided by your operator? Ans- a. Yes b. no Ques. 10 - What type of problem you are facing with your operator? Ans - Ques. 11 - Any suggestion you want to give your operator? Ans - BIBLIOGRAPHY 1. www. trai. gov. in 2. Supplement to “ The Indian Telecom Services Performance Indicator Report for the Quarter Ending September 2005” (31st January 2006) 3. C. R. Kothari (2004), “ Research Methodology Methods & Techniques”, Second Edition pp 62-64 4. Richard I. Levin and David S. Rubin (2004), “ Statistics for Management”, Seventh Edition pp 568-581 5. Douglas A. Lind, William G. Marchal and Samuel A. Wathen, (McGraw Hill Irwin, 2005), “ Statistical Techniques in Business & Economics”, Twelfth Edition pp 556, 564-565 6. Donald R.

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