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A Complete Case Study: Will India's Telecom PSU BSNL's Revival Plans Succeed or Fail?

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Abstract
In order to resuscitate BSNL, one of the Government of India's Telecom PSUs in India, the Government of India devised and implemented revival strategies for 2022 and 2019 that are detailed in this paper. Due to the current state of BSNL, wired services are provided through Telecom Infra Providers (TIP) on a location-based revenue-sharing basis, 4G mobile services are not being introduced, the core network is not being upgraded, maintenance of the outdated underground copper cable network is being outsourced, etc. The intense competition that currently exists in the Indian telecom mobile business makes it difficult for mobile operators to upgrade technologies and reach the last mile. Private mobile telecommunications are in the last stages of introducing 5G mobile service in India. This service will offer high-speed internet up to 100 Mpbs, which will be used for a variety of commercial, industrial, and research applications. Currently, the majority of applications only relied on wired connection, but with high-speed data access provisioning, implementation, and integration of new technologies like M2M communication, IoT, AI, and Black chain technology, Cloud Computing application projects may be implemented entirely. Power sector operation and using smart metering applications for HT & LT services, monitoring of power distribution system through SCADA projects, water distribution system SCADA project, and smart city application in which monitoring from the centralised DASH board of all the smart poles, smart signalling, smart bus stations, and the terminals, using SONAR, RADAD, GPS applications in the monitoring of fishing activities, and smart agriculture using DASH are some of the projects.

Keywords: Government interference, telecommunications, tele-density, Reliance Jio.

Introduction

The end user expects the preservation of QoS standards in accordance with regulatory requirements and seamless mobile coverage given the current telecom market's active and competitive nature, notably the mobile sector in India. The operator first to introduce the newest technology will have the advantage over other telecom operators today, as was observed in the year 2017 when RJIO entered with 4G Mobile technology along with a disruptive marketing strategy. Today, the market share completely depends on the new generation technology. Prior to the introduction of National Telecom Policies in 1994, 1999, 2012, and finally National Digital Communications Policy in 2018, the monopoly telecom sector in India was extended by DOT as a monopoly. As a result, various MNC companies collaborated with Indian Corporate Companies to enter the telecom sector and extended/extended various services in different verticals. To expand market share and keep current clients, it is urgently necessary to implement new generation technology and adopt the newest smart applications.

Ba Analysis on BSNL's Demise, Particularly in the Mobile Services Sector, and the Government of India's Role: Background of BSNL's Mobile Services and its Growth

The National Telecom Policy, which was implemented in 1995, required the opening up of the telecom industry to private finance, which led to the creation of BSNL on October 1, 2000. Since BSNL's founding, succeeding administrations have used it as a cash cow to fulfil social obligations imposed by the Telecom Policy, in particular, the fundamental and

intended goal of the National Telecom Policy outlined in 1988 by the country's first Telecom Commission: affordable telecom services of universal quality.

While BSNL was compelled to offer telecom services in the most remote and inhospitable regions of the nation, the government's specific policy promises to help BSNL deliver services in these highly underpaid, loss-making locations deliberately and gradually started to disintegrate. IUC fees were dramatically reduced, Access Deficit Charge (ADC) and USO Fund subsidies were abruptly halted, private operators were permitted to switch from fixed licencing costs to revenue sharing, etc. The government delayed BSNL's launch of mobile services until 2002, providing early adopters like Airtel a competitive advantage. The revenue of BSNL was negatively and permanently impacted by all of the government's policy violations, endangering the expansion of the incumbent operator. Although BSNL's entry into the high-potential mobile industry was delayed by more than two years, with free incoming calls and minutely-priced outgoing calls in 2006, BSNL came extremely close to overtaking Airtel as the market leader in terms of mobile market share.

Effect of GOI Interventions on BSNL Mobile's Market Share

The biggest blow to BSNL came in 2007, when meddling from the government caused the extremely ambitious mobile tender it had concluded over two years for the purchase of 45.5 million GSM lines to be destroyed. This significantly slowed down BSNL's purchase of GSM equipment. The previous administration sought to cancel the tender. Following the protest of all Executives and Non Executives in July 2007, the Ministry permitted BSNL to place an order for 23 Million GSM Lines, or 50% of the quantity of the authorised Tender. The immediate and disastrous effects included the unjustified meddling of MOC&IT in decreasing the equipment procurement by 50%, which caused BSNL to begin suffering greatly in the mobile sector.

This was evident from the statistics in table number 1, which shows that in 2006, BSNL and Airtel were operating concurrently in the GSM market, with each company accounting for about 20 million GSM lines. Airtel was given unrestricted latitude to carry on with its relentless forward march over the three crucial years from 2006 to 2010. It added almost 90 million GSM lines and bought equipment from Chinese companies, something BSNL is not allowed to do. It also had complete immunity from having to abide by the policymaker's licencing restrictions. AP, Karnataka, Tennessee, Chennai, Kerala, Gujarat, and Maharashtra, among other BSNL circles, were left high and dry as BSNL was unable to provide any GSM lines due to the complete non-availability of GSM equipment. In stark contrast, BSNL was completely paralysed as a result of a 50% reduction in the size of the tender and could only add 30 million lines in the corresponding period due to the high potential. These potential Circles were unable to increase their market share by adding even a single GSM line. Only because BSNL's growth was purposefully stunted during this time could Airtel and other private operators achieve the strategic leap they did.

Conclusion

As a telecom corporation and a strategic asset to the country, BSNL's contribution to "nation-building" cannot be understated. In India, mobile services were first made available to private telecom operators in 1995; BSNL received permission to offer them in 2002. Similar to how 4G services were introduced by private operators in 2016 but denied to BSNL, the latter struggled to introduce its 4G services for the previously cited reasons. As India moves closer to adopting 5G technology, the government of India has already finished its spectrum auction, private telecom companies are already launching 5G services in India, and the introduction of 4G and 5G mobile services by BSNL is unknown. Therefore, at the very least, the GOI must begin the procurement of mobile technology and the early launch of mobile services using 4G and 5G technologies.

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