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Report of Visit At Bharat Sanchar Nigam Limited (BSNL) Office, ALIGARH

Date of Visit: 26th Oct, 2024

Location: BSNL, Aligarh

Organized by: Department of Management & Commerce, IIMT Aligarh

Participants: 50 (MBA, BBA & B.Com students)

Faculty Coordinator: Mr. Saket Kulshreshtha & Dr. Mohd. Yusuf

Introduction

The visit to BSNL aimed to provide insights into the telecommunications industry and enhance our understanding of the operational frameworks of a leading service provider in India. BSNL, established in 2000, plays a pivotal role in providing telecommunication services in rural and urban areas across the country. BSNL, Aligarh acts as a one stop destination servicing customers local and other parts of Aligarh.

Objectives of the Visit

1. To understand the organizational structure and operational processes of BSNL.
2. To learn about the technologies used in telecommunications.
3. To gain insights into the challenges and future prospects of the telecommunications industry.
4. To observe the functioning of various departments within BSNL.

Overview of BSNL

BSNL is a state-owned telecommunications company in India. It offers a range of services including:

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- Landline and mobile services
- Internet services (broadband and fiber)
- Corporate services
- Value-added services

BSNL is known for its extensive network, especially in rural areas where it provides critical connectivity.

Activities during the Visit

1. Presentation by BSNL Officials:

- The visit commenced with a presentation by senior officials who provided an overview of BSNL's history, achievements, and organizational structure.
- Key services and innovations introduced by BSNL were highlighted, including advancements in mobile technology and broadband services.

2. Facility Tour:

- Participants were taken on a guided tour of the facility. Key areas of interest included:
 - The operations center where calls and data traffic are managed.
 - The technical room showcasing various telecom equipment.
 - Customer service centers where inquiries and complaints are addressed.

3. Interactive Session:

- An interactive session allowed participants to ask questions. Topics discussed included:
 - Challenges faced by BSNL in the competitive telecom market.
 - Future technologies like 5G and their implications for service delivery.
 - The role of BSNL in bridging the digital divide in rural India.

Learning Outcomes

- **Understanding of Telecommunications Operations:** The visit provided valuable insights into how a major telecom company operates, including technical and customer service aspects.
- **Awareness of Technological Advancements:** Participants gained knowledge about emerging technologies and their potential impact on the industry.
- **Insight into Market Challenges:** Discussions with BSNL officials helped us understand the competitive landscape and regulatory challenges faced by public sector telecom companies.

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Conclusion

The visit to BSNL was an enriching experience that enhanced our understanding of the telecommunications sector. It provided practical insights into the functioning of a leading telecom provider and highlighted the importance of innovation and adaptability in a rapidly changing market. We would like to thank the management and staff of BSNL for their warm hospitality and for providing us with an informative experience. Special thanks to our Department of management and commerce, IIMT Aligarh for organizing this visit.

Glimpses of Visit



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