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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

गोपाल दास

अध्यक्ष एवं प्रबंध निदेशक

Gopal Das

Chairman & Managing Director

D O. No: 1-193/2010-CP&M

Dated: 30th August 2010

Dear Shri

As you are aware, the increase in service revenue has become the central theme of discussion this year. The way to substantially increase revenue is by increasing ARPU. I would like you to do some introspection and explore whether there is indeed a way to do this.

The world is adopting convergence and the customers want flexibility of service. They do not want 'customer device' to be the constraint. Be it the mobile handset or the PC or even the TV set, they want to avail communication services at any time, and any place. Also, the customer does not care which access technology is being offered. It could be combination of 2G, 3G, DSL, PON, WiFi or WiMax interchangeably. This flexibility can lead to increased ARPU.


This being the case, BSNL must have a strategy to provide such flexibility to the customer. The last-mile-node must be capable of housing any or all of these access technologies, depending upon customer demand. We must, therefore, have a convergent aggregation network to aggregate different type of traffic over the same common infrastructure which will also reduce capex and opex. Also, these aggregation centers have to be few and manageable. We presently have 38,000 exchanges which are virtually impossible to manage in real time. It is felt that we may have to re-look at several of these convergence issues in order to become competitive in the market.

Management Committee has already approved the concept of NGN framework that is expected to bring about the said convergence. The NGN framework migration plan can be achieved only through exemplary team work and cooperation of all unit heads. I am enclosing some relevant documents and I would like you to send considered responses to the important issue of convergence so as to help us take the implementation process forward.

I look forward to your reply in a week's time.

With best wishes,

Yours sincerely,


(Gopal Das)

Encl: NGN Framework Compendium (set of 5 soft files) sent by e-Mail

Directors (CFA), (CM), (EB, ED (F), (CA), (CN), (NB)
All CGMs Territorial Circles, Projects and Maintenance Circles
CGM Q/A, Testing and National Repair Centre
All PGM/GMs Corporate Office

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