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

राकेश कुमार उपाध्याय  
अध्यक्ष एवं प्रबन्ध निदेशक

DO No.4-1/2011-BP-CM  
Dated:13<sup>th</sup> January, 2014

**RAKESH K. UPADHYAY**  
Chairman & Managing Director

Subject: **Extension of 100 days programme by 50 days.**

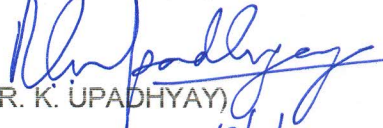
Dear Shri

I have reviewed achievement of the circle till date and find considerable progress but still it is far from the target set for 100 days programme. It is a well established fact that top line revenue can increase only if we are able to increase the number of connections (VLR) and enable customers to generate more calls, SMS & data sessions. Many valuable suggestions during the two days HOCC were deliberated and various action points were finalized to increase the sale of new SIMs and also usage by customers. I would like you to review status of implementation of those steps and affect correction, if as needed.

On completion of 100 days programme, identification of the top performers and non-performers is in progress and concerned cell will communicate the same separately. However, it is felt appropriate to extend the 100 days programme for another 50 days i.e. upto 28.2.14 so as to enable you to further motivate your team for the best possible contribution in achieving the targets conveyed by me through DO dated 30.9.13. I am sure, each employee in the circle will be engaged in this regard for fruitful contribution and achievement of the said targets.

With best wishes,

Yours sincerely,

  
(R. K. UPADHYAY)  
13/1/2014

Shri  
Chief General Manager  
Telecom Circle  
Bharat Sanchar Nigam Limited.