



मोहम्मद अशरफ खान आई.टी.एस.

(मुख्य महाप्रबंधक)

MOHAMMED ASHRAF KHAN ITS
Chief General Manager

D.O No.CGM/TNC/OF/2013

June 11, 2013

My dear

A pawn has only 6 moves to become great like a queen.

1. It is heartening to note that Puducherry SSA has secured No.4 position among the top 10 SSAs in All India for highest Udaan performance. Similar efforts may be put in by other SSAs to give higher performance.
2. It is also heartening to note that during the financial year 2013-14 all the SSAs are having positive increase in revenue except Dharmapuri and Trichy. Special marketing efforts may be made by these SSAs to achieve higher targets.
3. The physical net GSM target for SIM sales for Circle is 6.3 lacs, so for each SSA it is fixed as 50,000, which means sales of about 4,000 SIM every month. This will be observed and monitored for SSA performance. Simplify SIM activation process.
4. Airtel is coming out of landline business. Please grab the business with proper marketing.
5. All SSAs have been allotted OLT for FTTH. Please collect from Coimbatore. The target for each SSA has been fixed at 300 connections.
6. BSNL being a Government company, customers prefer our Broadband connections. We should take advantage of this through proper marketing and market FTTH connections.
7. If in any BTS, fibre is already present, we can give FTTH or BB connections from there by installing a DSLAM. Please send your plan and implement it to blast BB connections.
8. Please capture mobile and E-mail for important customers, CUG customers and Government customers.
9. Please give preferential treatment to high ARPU customers for redressal of fault and other grievances.
10. Please complete all Postal circuits of HPOs though SIFI immediately.
11. The target for revenue of circuits by way of ABF of circuits is assigned as 25% increase for this year, for every SSA.

12. ELCOT connections may be put in 'Zero' plan like in the case of NADRAS as told by Director (EB).
13. Cell information display has brought in some revenue in some SSAs. The SSAs which have not started earning revenue through this, may start doing so immediately.
14. Space audit may be done in all buildings and quarters. The available extra space should be rented out immediately in order to increase revenue. ATMs also to be increased.
15. Please disconnect 'zero' CDR and 'zero' IPDR cases which occur continuously for more than 3 months. This clearly shows that customers are certainly neither using nor paying.
16. Please make necessary arrangements to clear at least up to 50% minimum of BB faults on the same day itself.
17. Repeat faults of the order of 16% is not acceptable. It is to be brought down and the target for the same is fixed as 5%.
18. Please see that FTTH customers do not remain un-billed.
19. Please remove jumper from MDF for BB connections on DNP.
20. All out efforts may be taken to collect outstanding dues from all customers. VIP outstanding collection drive is required.
21. CLIP instruments are available. They can be collected from our stores.
22. Please collect FWPs and use them.
23. Scrap sale must be a continuous process.
24. Training students in summer vacation may be done.
25. Infra-sharing of towers may be increased.
26. Appreciate good workers. Send draft letters for my signature.

With best wishes,

Yours sincerely,



[Mohammed Ashraf Khan]

To
Heads of all SSAs, Tamilnadu Circle.

Copy :: Sr.GM MS-O, Coimbatore – for Sl.No.3 - necessary action pl.