



मोहम्मद अशरफ खान आई.टी.एस.

(मुख्य महाप्रबंधक)

MOHAMMED ASHRAF KHAN IAS
Chief General Manager

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

July 12, 2013

Dear Shri

As per D.O letter No.16-60/2013-B dated 5.7.13, our Hon'ble CMD has fixed revenue targets for Tamilnadu Circle for the year 2013-14. Going by the overall Circle performance for the first quarter up to June 30, the following observations are made:

The Basic Plus revenue of Tamilnadu Circle for the first quarter up to June 30 is Rs.88 crores and the target fixed by Corporate office is Rs.387 crores for 2013-14. Extra efforts are needed to increase the revenue in basic plus, which at present falls short of Rs.35 crores if the revenue earned by the Circle up to June 30 is an indication. So, every month at least Rs.4 crores extra revenue has to be generated by the Circle which means at least Rs.40 lakhs extra revenue generation per month should be achieved by every SSA.

On the GSM front, the target for 2013-14 is Rs.1049 crores, whereas the achievement of the Circle for the first quarter upto June 30 is Rs.210 crores to recoup in nine months. So, we now face an overall proportionate shortage of Rs.210 crores. Every SSA has to generate at least Rs.2 crores extra per month in order to compensate for the shortfall and to achieve the target given by Hon'ble CMD, by the year-end.

Achievement of revenue targets as fixed by Hon'ble CMD forms a part of the evaluation criteria for assessing the performance during 2013-14. The same applies to all the SSA Heads as well as other supporting GMs. Everyone has to take it as a challenge and work hard towards achievement of the total target of Rs.2271 crores set for the Circle for 2013-14 which is higher than the achievement of Rs.2031 crores during 2012-13.

Please make all-out efforts and gear up your team suitably to achieve extra 12% targets fixed by CMD which, according to him, are certainly achievable with more earnest efforts along with focussed care and attention. Necessary aggressive marketing has also to be carried along with good customer care.

Give the will, determination, right direction, focussed attention and team spirit, it should be possible to make the achievement. The joint efforts, if properly co-ordinated and channelled, will make our goal reachable and our performance an inevitable success.

Further, Vellore SSA in I quarter has increased revenue by 13% compared to last year I quarter. So, it shows that it is not very difficult to achieve 12% increase in revenue for each SSA vis-a-vis last year achievement.

The EB target is Rs.150 crores and NB target is Rs.35 crores. Broadband target is Rs.400 crores.

On any account, no SSA should have negative revenue growth and it shall not be acceptable at all.

With best wishes,

Yours sincerely,



[Mohammed Ashraf Khan]

To
All SSA Heads, TN Circle.
PGM / GMs in the Circle .