



मोहम्मद अशरफ खान आई.टी.एस.

(मुख्य महाप्रबंधक)

MOHAMMED ASHRAF KHAN ITS
Chief General Manager

No.CGM/TNC/OF/2013

August 26, 2013

Dear Shri

Adopt the nature to live in the present and swing into action in right earnest for all-round improvement.

TRAI has started penalty regime in LL, BB and mobile services for the first quarter of 2013.

To increase BSNL revenue, following actions may please be thought of:

1. Rent out spare / dark fibre to other organizations, TV operators, etc.
2. Rent out towers to other operators.
3. Instal DSLAMs in BTS sites in new localities in potential areas and give BB connections.
4. Involve housewives of the staff as DSAs for encouraging and increasing business chains.
5. Instal ATMs in BSNL premises on main roads.
6. Vacant land and buildings may be gainfully used for generation of revenue.
7. In IP TAX, lot of space is generated which may be rented out.
8. In each CSC Category-I, micro / nano cutters can be purchased as there is good demand for micro / nano SIMs which are in shortage. GM S&M-CM may arrange.
9. Strengthen and suitably gear up 'Udaan' and 'Vijay' teams.
10. Operational parameters may be improved.
11. Rollout of current phase of GSM project may be made faster.
12. More 'melas' may be conducted and marketing activities aggressively pursued.
13. To boost the morale of BSNL personnel, various methods of motivation may be adopted.
14. Smaller denominations of recharge coupons may be made available by GM S&M-CM as requirements have poured in from the SSA Heads.
15. When any new BTS is opened, please do wide publicity and ensure sale.
16. As you know, there is cash crunch in BSNL. Therefore, all-out efforts should be made to increase revenue and ensure profitability.

Please send monthly progress reports to the undersigned.

With best wishes,

Yours sincerely,

[Mohammed Ashraf Khan].

All SSA Heads, TN Circle.