

O/o PGM(CFA), TAMILNADU CIRCLE,
Room No 404, 4th Floor,
Tamilnadu Telecom Complex,
Ethiraj Salai, Chennai-600 008.
Tel.: 044 – 28261515
Fax: 044 – 28220555

E-mail: rbabusrinivas@bsnl.co.in



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

82

BSNL 3G))) BSNL LIVE
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To
All Head of SSAs.

No: PGM(D)/Tgt&Achievment/08-09/82, dated at Chennai the 7.6.2011.

Sub: Action Plan on Broad Band –reg.

Kindly refer to CGMT, Chennai letter no: CGM/OF/CFA/2011, dt. 3.6.11. Our Hon'ble CMD met the Hon'ble Minister of Communications on 2.6.11.

In the Present Scenerio, Broad Band is the only source of income to BSNL. On analysis of Broad Band Connection provided in April and May 2011, the Gross connection provided was 30639 but net connection was only 819. One of the main reasons cited by SSA was temporary connection provided for Tamilnadu Assembly Election Booth subsequently disconnection after polling was over on 13/4/2011.

Zero Usage customers of P2.2 is 6924 and P3 is 31894. Zero usage customer list has already been uploaded in the circle intranet on 21.3.2011. SSAs are requested to analyse further.

Disconnected connections if still wired on DSLAM may be removed and the new connection may be wired.

All available cable pair must be converted into connections.

Encl: CGM letter dated 3.6.11

P. K. M.
Asst. General Manager(BBO),
O/o Principal General Manager(Dev),
Chennai – 600 008.

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DGM BROADBAND
CHENNAI

Sr. No: 1/4.6/11

Date:

तमिलनाडु दूरसंचार निगम लिमिटेड,
80, अण्णा साली चेंनई 600002
Tamilnadu Telecom Circle,
80, Anna Salai, Chennai-600 002
Tel : 28521399/28521551
FAX: 28517677
Email: tnc@bsnl.co.in

मो. अ. खान आई.टी.एस.
मुख्य महापकेन्द्र
MOHAMMED ASHRAF KHAN ITS
Chief General Manager

No.CGM/OF/CFA/2011 June 3, 2011

Dear Shri

Our Hon'ble CMD met the Hon'ble Minister for Communications on 2.6.11 and following decisions were taken:

1. All SSAs have to increase revenue every month by 10%. Revenue increase is the main target. Strong message given is 'either perform or quit'.
2. VAS and EB projects may be increased. "Udaan" team should bring in 200 connections every month and these connections should be made feasible.
3. All available cable pairs must be converted into connections.
4. A scheme of 'pay for 18 months and enjoy service for 24 months' may be popularised through print media as well as visual media by way of scrolls on TV.
5. If the telephone instruments are owned by customers, 300 free calls are to be allowed in addition to the rebate of ₹250. This should be popularised by way of door-to-door campaign, medias, etc.
6. Disconnected connections if still wired on DSLAMs may be removed and new connections may be wired.

Please take up the above points with your staff. Revenue should be increased by 10%. This should be monitored on a daily basis.

With best wishes,

Yours sincerely,

[Mohammed Ashraf Khan]

A GM BB (a)
Dt no (b)
or return to SSA's
on 06/06/11

To
All Heads of all SSAs, Tamilnadu Circle

Copy:
Sr.GM (O) / Sr.GM (TR) / GM (F) / GM (BP & IT)
Sr. GM (Dev) / GM (EB) / GM S&M-CFA / GM S&M-CM
Sr.GM MS-O Trichy / Coimbatore

Dhm (mm) / DhM (Tx)
we may issue directions to SSA's
& emphasising on pt. no ② &
③ to come out action plan
in 15 days to see result