

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

EBU/TN/EB Target/2011-12/43

Dated 18th November 2011

To
Head of all SSA's,

Sub: Review of Target for the financial Year 2011-12 reg:

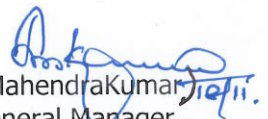
BSNL HQ has fixed targets for the circles and the same has been distributed and communicated to the SSA's. The achievement, so far, is far less than the expectations. Nearly 8 months have gone and only 35% of the target is achieved. HQ is reviewing the progress every week and the achievement has been adversely commented by Director (EB). In fact, GM EB II of HQ has been deputed to Tamilnadu circle to review the progress and give a Feedback.

In this regard the following are requested from the SSA's:

1. It is noticed the leads generated by majority of SSA's are very thin and in some SSAs no leads are entered in the Business Proposal Tracking System at all. Only if More leads are generated, then achievement of the assigned Target is possible by the SSAs. So it is insisted that more leads are to be generated and all of them are to be entered in the Business Proposal Tracking System for monitoring the System without fail. This will be achieved, only if more EB customers are visited by the SSA's and every visit has to be followed up for further progress of converting the visit into business.
2. It is also to be noted that the leads generated and the stage movement of the leads are taken into account for arriving the GPMS Score card by this office for each SSA.
3. In addition to the above, When the EB customers are renewing their business beyond the committed period (which revenue we might have entered in last year a/c) then that revenue that will come after the renewal, must also be added to in the Business Proposal Tracking System for this year accordingly. While making entries in the Business Proposal Tracking System these renewal revenues may be put under the column "proposal type" as "Retention with BSNL".

SSA Head's personal attention is expected in increasing leads and achieving the Target. A line in reply, on the action taken is requested, please.,

Thanks and Regards,


(J. Mahendrakumar)
General Manager,
Enterprise Business,
Tamil Nadu Circle,
Chennai.