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

9th July, 2013

BSNL/EB-II/Review/2009

The Chief General Manager
AP, A&N, Kerala, Karnataka, Tamilnadu circle & Chennai TD.

Sub: Minutes of Enterprise Business meeting of South Zone.

A meeting of Enterprise unit of all the circles of South Zone was held on 10th June, 2013 at Bangalore and was chaired by Director (Enterprise) BSNL Board. The meeting was attended by the officers from South Zone and BSNL corporate office.

The minutes of the meeting along-with the action points are attached herewith for further necessary action by all concerned.

T. Syama Sundar

(T Syama Sundar)
D. G. M. (EB-II)

Enclosure: As above.

Copy to:

1. GM (Ent.-Circle) All Telecom circles of South Zone.
2. GM (Platinum) Bangalore, Chennai and Hyderabad.

Minutes of the South Zone Enterprise Meeting dated 10.06.2013

The South Zone Meeting of the Enterprise Unit was held at Bangalore on 10th June 2013. The meeting was chaired by Director (Enterprise) and was attended by the officers from Enterprise vertical of South Zone Circles, Southern Telecom Region, BSNL Corporate Office.

All the participants of the South zone Enterprise Meeting (listed in Annexure A) were welcomed by GM (EB-II), BSNL Corporate Office. It was followed by the address by Director (Enterprise).

1. Address by Director (Enterprise):

In the inaugural address, Director (Enterprise) informed that the targets for FY (2013-14) have already been circulated and the targets are same or even less than the last year targets and hoped that that lower targets will not be the reason for complacency but instead, the circles will make best efforts not only to achieve the targets but to exceed them. He further indicated that there is too much dependence on Govt. business and avenues should be explored to get business from outside Govt. also. He further said that in most of the up-gradation of bandwidth cases no additional resource is required and it can be done by giving software commands. Such up-gradation cases should be dealt on priority in order to increase the revenue which does not require any further investment.

He further said that that size of the total sales funnel has to be increased, if sales funnel and revenue targets are to be achieved. He emphasized that size of the funnel should be at least two and half times of the Sales Funnel Stage -4 targets. Enterprise Verticals in the circle need to gear up and make coordinated and concerted efforts for increasing the sales funnel size. He insisted that we should inculcate the practice of the private sector where penetration of new customers and maintaining relationship with the existing customers is given top priority. NAM/KAM should focus on this aspect and Sr.GM/GM (Enterprise) may review the progress made on weekly basis.

2. Discussion on the agenda of EB-II:

2.1 Unsatisfactory Stage 1 Sales Funnel

GM (EB-II), BSNL CO appreciated the fact that against target of 1580 Cr for FY 2012-13, a target of 1707 Cr. was achieved in respect of Gold segment. It was informed that very low Stage I Sales figure of South Zone Circles except Tamilnadu Circle is cause of concern and needs to be addressed and augmented on priority. It was informed that details of the leads in the sales funnel may be accurately depicted so that proper analysis can be done and Director (Enterprise) advised the circles to hold regular weekly review meetings with NAM/KAM with regard to the status of the business leads.

(Action by Gold offices of South Zone Circles.)

2.2 Penetration of new gold accounts

It was informed that all the circles of South Zone met the targets for penetration of new Gold accounts in 2012-13. It was further informed that targets for 2013-14 are same or even less in respect of some circles. The circles are required to make sincere efforts in penetrating new accounts and more and more leads are to be generated which will give fillip to the sales funnel.

(Action by Gold offices of South Zone Circles.)

2.3 Activity Report from 01/04/2013 to 01/06/2013

It was observed with concern that CHN and TN have generated lesser leads. Here also it was emphasized that circles should give utmost priority for customer contact/customer meet activity with the aim of generation of business leads.

(Action by Gold offices of South Zone Circles.)

2.4 Status of big leads

Status of big leads pending maturity of the circles was discussed in detail.

Tamilnadu circle raised the issue of arrear payment for TNSWAN and corporate office agreed to take up the case with DIT.

2.5 Training of Sales Personnel

It was discussed and assessed with circles that there is a need for second round of sales training for NAM / KAM and BSNL corporate office will take up the case with ALTTC to arrange for such training.

(Action by Training section BSNL corporate office.)

2.6 PRI issue

PRI tariff issue was raised and it was decided to take up the issue with CFA section for its rationalization.

2.7 Customer Profiling

GM (EB-II) informed the gathering that before a gold office was rolled out, seminars were conducted at the circle headquarters to acquaint officers/officials connected with enterprise business with various aspects including customer profiling. Most of the circles complained that there is shortage of dedicated staff in Gold Offices. Director (Enterprise) asked Sr.GM/GM (Ent.) of the circles that shortage of staff be taken up with respective CGMs.

(Action by Gold offices of South Zone Circles.)

2.8 CCTNS Project

Circles raised the issue of non availability/ inadequate availability of ADSL, WiMax modems and routers that are delaying provision of connectivity in some states.

(Action by CGM (NTR) and GM (EB-NCR-II).

3 Discussion on the agenda of Leased Circuits:

3.1 Discrepancy in pendency of Leased Circuits

Sr. GM (MPLS) presented the status of pending Leased Circuits as per TVARIT Plus system and as requested by the concerned Circles, he informed that there is a difference in all the Circles which need to be reconciled. Director (Enterprise) directed all the officers from various Circles to look into the matter and rectify the pendency so that it is as per TVARIT system.

3.2 Pending Leased Circuits

Sr. GM (MPLS) gave the status of pending Leased Circuits for which the amount has been received by BSNL and are shown as pending in the system. Director (Enterprise) desired that the Circuit should be commissioned at the earliest so that the advance which is taken against these Circuits can be treated as revenue. He also emphasized to look into the provisioning time details and to try to reduce the duration as per the prescribed norms. In any case any Circuit should not be allowed to delay beyond 2 months.

3.3 Disconnected Circuits

Status of the Circuits discussed w.e.f 01.04.2013 to 02.06.2013 for each Circle was discussed. Director (Enterprise) expressed his concern about the large number of disconnections taking place in Chennai Telephone District which were in the order of 182. The Circuits commissioned by Chennai Telephones during the same period was only 110 resulting into the negative growth. The figures of net provisioning during the year 2012-2013 for Chennai

Telephone District was also negative. Director (Enterprise) directed Sr. GM (EB), Chennai Telephones to look into the matter thoroughly and submit his report regarding all the 182 disconnected Circuits which were disconnected during the current Financial Year.

3.4 Pending Leased Circuits of 8 Mbps & above

Circle-wise pendency of 8 Mbps and above Circuits was discussed. All the Circuits were discussed individually. Director (Enterprise) desired that all the Circuits which are pending must be commissioned at the earliest as these are high revenue service.

4 Discussion on the agenda of EB-I:

4.1 Target & Achievement

Name of Platinum(EB-I) unit	For FY 2011-12		For FY 2012-13		For FY 2013-14	
	Target	Achieved	Target	Achieved	Target	Achieved till date
BANGALORE	340	201.893	250	251.92	210	50
CHENNAI	110	153.286	175	104.10	140	14
HYDERABAD	180	30.351	120	112.07	135	4

- Director (Enterprise) appreciated Bangalore Platinum office for achieving the targets and asked Chennai and Hyderabad Platinum offices to put extra efforts in this financial year.

4.2 IDC Targets for year 2013-14

Platinum Office	Managed Co-Location	Managed Services	Cloud Services	TOTAL	Achieved till Date
BANGALORE	2.24	7.2	0.65	10.09	0
CHENNAI	2.24	7.2	0.65	10.09	0
HYDERABAD	2.24	7.2	0.65	10.09	0

- Director (Enterprise) asked Bangalore, Chennai and Hyderabad Platinum offices to pay more attention towards the IDC services seeing present scenario there is more business potential. BSNL has recently launched Cloud services under IDC service.

4.3 Sale Funnel (Business in Pipeline):-

Name of Platinum office	Stage-1	Stage-2	Stage-3	Total Business in Pipeline as on 16/4/2013
Bangalore	19.141	46.881	1.79	67.812
Chennai	11.222	42.488	46.385	100.095
Hyderabad	30.313	19.317	3.01	52.64

- Director (Enterprise) pointed out that the current funnel size is inadequate and there has to be continuous business leads generation at Stage-I in order to sustain the funnel at a healthy level throughout the year.

4.4 Bangalore, Chennai and Hyderabad Platinum Unit gave their presentation for the performance and their various pending issues related to enterprise customers. The following issues were discussed.

S.No.	Issues and Resolution	Action By
1.	The DOP project has to be completed time bound manner. Regular meetings to be conducted with M/s SIFY and issues if any has to be resolved and close monitoring is to be done for timely completion of the project. Minutes of meeting are to be shared with Corporate office/NCR-I.	Bangalore / Chennai / Bangalore Platinum Unit.
2.	Automatic wrong disconnection of NADRS circuits should be completely removed by implementing correct plan and settling outstanding dues if any. Compliance report to be sent to this Corporate office/NCR-II as CMD is closely monitoring the performance of NADRS circuits.	Bangalore / Chennai / Bangalore Platinum Unit.
3.	The Sales Funnel size is very low and it should be at least three times the target assigned. All efforts to be made to increase the size of Sales Funnel.	Bangalore / Chennai / Bangalore Platinum Unit.
4.	No substantial IDC leads are available. More efforts should be made to generate IDC leads in consultation with IDC partners (M/s Dimension Data & M/s SAI Info Systems). A separate NAM may be nominated and trained for IDC services.	Bangalore / Chennai / Bangalore Platinum Unit.
5.	The Data circuits should be commissioned within stipulated time frame. It should be ensured that circuits are commissioned within one month.	Bangalore / Chennai / Bangalore Platinum Unit.
6.	Lot of data circuits are being disconnected and every effort should be made to analyze the reason for closure of these circuits.	Chennai to send detailed report.

7.	Major business from Chennai is only from FTTH. Dir (Ent) emphasized that Chennai should explore more business from lease circuits to increase revenue of EB.	Chennai.
8.	ASA services have been launched by BSNL and efforts should be made to connect the State Govt. authorities to take ASA business also.	Bangalore / Chennai / Bangalore Platinum Unit
9.	Penetration of new platinum accounts is important not only to grab new business in current financial year but acquiring new customer means more business for the same customer repeatedly. Dir (Ent) emphasized that more priority should be given for penetration of new customers and the target should be achieved.	Bangalore / Chennai / Bangalore Platinum Unit
10.	BSNL Platinum Unit of AP Circle has reported penetration of 9 customers out of 15, but as per BSNL CO. only one is penetrated. Hyderabad Unit will send the list of Platinum customers penetrated in last financial year (minimum business of 40 lakhs p.a.)	Hyderabad Unit.
11.	Customer profile is one of the part of sales agenda which has not been covered by any circle. Customer profile is present business from the customer and possible new telecom business which can be acquired from the customer. This is very much important to strengthen the business with the customer and to be prepared and monitored by all EB units and shared with BSNL Corporate Office.	Bangalore / Chennai / Bangalore Platinum Unit
12.	Dir(Ent) emphasized that a complete sales activity register should be maintained in each EB Unit and it should monitored periodically by head of each EB Unit to monitor the performance of NAMs and acquire more business.	Bangalore / Chennai / Bangalore Platinum Unit

13.	Dir(Ent) told Sr.GM (EB), Chennai that commissioning, billing, fault clearance for FTTH customers should be resolved and changes if any needs to be coordinated with ITPC to resolve the issues.	Chennai Unit.
14	All major leads should be closed at the earliest for achieving the target of first quarter.	Bangalore / Chennai / Bangalore Platinum Unit
15	Dir(Ent) instructed that the IDC services for M/s UIDAI at Bangalore needs to be closed at the earliest. BSNL has participated in EOI and site visit is already done by UIDAI. The back up power is already available by battery and Genset and hence UIDAI authorities should be convinced regarding power issues and the business should be acquired at the earliest.	Bangalore Unit to report the current status.

ANNEXURE- A

S. No.	Name	Designation	Circle
1	R K Misra	CGM	KTK
2	Sanjeev Agrawal	Sr. GM (MPLS)	BSNL CO
3	R. P. Sharma	Sr. GM (EB-I)	BSNL CO
4	Anoop Kumar	GM (EB-II)	BSNL CO
5	Surendra Shenoy	GM (EB)	KTK
6	Ram Babu	GM (EB)	AP
7	Mahendra Kumar	GM (EB)	TN
8	B Ramachandran	GM (EB)	KRL
9	R Ramesh	GM EB)	CHN
10	K K Thakor	GM	STP
11	Hari Babu	GM HQ	CHN STR
12	Partiban	Addl. GM	
13	R C Sharma	DGM (EB-I)	BSNL CO
14	P S Subramanyam	DGM (EB)	KTK
15	M Sambasiva Rao	DGM (EB)	AP
16	D T Sambadam	DGM	CHN
17	Anil Kumar	DGM (EB)	KRL
18	Kadakolmath	DGM (ES)	BG TD
19	Vijay Kumar	DE Call Centre	New Delhi