

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

तमिलनाडु दूरसंचार परिमंडल,  
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मो।अ।खान आई.टी.एस.  
मुख्य महाप्रबंधक  
**MOHAMMED ASHRAF KHAN ITS**  
Chief General Manager

**No. CGM/TNC/OF/2012-13**

**4/3/2013**

Dear Shri

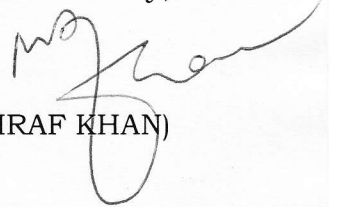
As you are aware, there are only four weeks left before end of the present financial year 2012-13. So, following actions may be taken aggressively for increasing the revenue:

- 1) FTTH Connections may be increased in the five SSAs which have been allotted equipment, as the Corporate Office has now allowed the tariff of FTTH on par with normal broadband connections. Moreover, installation charges have also been now waived.
- 2) For VIP connections, now 20 extra days are given and on the 55<sup>th</sup> day it will be disconnected, if not paid. Therefore, VIP and VVIP lists can only be as per P&T Manual Volume 14 and the same may be strictly adhered to. MP and Governor connections are in the VIP list.
- 3) Repeat faults are high which have to be immediately arrested.
- 4) Zero meter reading land-line usage should not be there. They must be contacted personally by BSNL staff to find out the exact reason.
- 5) Zero IPDR BB connections may be dialed and they may be booked for fault on CDR, if there is no response.
- 6) Send SMS requesting customers to opt for higher broadband plans.
- 7) Please arrange to intimate customers through telephone bills that 'Games on Demand' (GOD) is available, that is, market it.
- 8) All colleges may be given connectivity immediately. If they do not take or in case infra is not ready, please inform GM (NWP-CFA) of Circle Office to further inform to Sr. GM (BB) of Corporate Office.
- 9) At least 30 Broadband connections have to be compulsorily given for every rural exchange; lest it attracts penalty.

- 10) Paste notices for defaulter customers for collection of outstanding revenue as is done in DNP cases by Chennai Telephones. Corporate Office has endorsed the method of Chennai Telephones to be followed by all Circles.
- 11) From franchisees, get the list of high mobile callers and send SMS to them for taking BSNL Broadband connection.
- 12) Please fix revenue targets up to JTO level. LL/BB – one connection per day to be brought by JTO, 2 connections by SDE, 3 connections by DE, etc.
- 13) Conduct daily 'Melas' for getting as many connections as possible to increase both landline and mobile customer base as well as revenue. It is being done in Kerala Circle.
- 14) VVoBB tariff is issued. Please market it.
- 15) All India Bills (Pan India basis) are starting for BB and LL.
- 16) Same day fault clearance in Faridabad SSA is 78%. Please improve it in your SSA.
- 17) Monitor VAS revenue.
- 18) Announce at least one Zero new connection pending day every month.
- 19) Ask franchisees to purchase more RC in this month.
- 20) Honour TTA, JTO, SDE, DE in your SSA for Zero disconnection in his area.
- 21) Send proposal for TNF areas to be made feasible and how much cable you need.
- 22) It is observed that fault rate of LL and BB is same. We have to give priority for BB fault redressal.
- 23) Outstanding of FTTH may be collected or written off.

With best wishes,

Yours sincerely,



(MOHAMMED ASHRAF KHAN)

Shri .....

P.G.M. / G.M.

..... SSA