

Broadband cell  
BSNL Corporate Office, II Floor  
Bharat Sanchar Bhavan, Janpath, N.Delhi-  
110 001  
Ph. 011-23734057  
Fax.011- 23734052



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

To:

The CGM ,  
All Telecom Circles/Metro Districts

**No:** 64-17/09-BB (Pt-V)

dt 3-8-2012

**Sub: Rollout obligations under BSNL- USOF Agreement -reg**

Ref: (i) Clause 27.0 of the BSNL-USOF Agreement

This is with reference to the above mentioned clause of the BSNL –USOF agreement dated 20.02.2009 (refer (i) above) wherein the following rollout obligations for BSNL are defined (i) to provide wire-line broadband connectivity of at least 512 kbps to 6 Government institutes and 25 individual users by the end of the fifth year of the Agreement and (ii) to set up one Kiosk per DSLAM in 28672 DSLAMs by the end of the fifth year of the Agreement. The agreement also has a provision vide clause 28.2 to levy liquidated damages (LD) as defined in the of the agreement.

Three and half years of the agreement has elapsed, hence achievement made by the circles were analyzed wrt the total target of USOF. It is observed that apart from handful of circles, majority of the circles are yet to meet even 50% of the total USOF target. Accordingly telephonic comments were sought from all the circles. The performing circles have reported the following methodology which is responsible for their achievement:

- (i) Circle level monitoring meetings were held quarterly wherein the SSAs analyze their previous quarter exchange wise achievement.
- (ii) SSA level monitoring meetings are being held monthly by SSA Heads to educate/motivate the working staff and review DSLAM wise monthly progress .
- (iii) Employees in turn educate /inform the prospective customers about the benefits of the USOF subsidized plans and schemes.
- (iv) Non –functional, DNP, faulty and zero usage connections kiosks are made functional by relocation or otherwise. Regular monitoring also done for broadband connections.
- (v) Marketing activities initiated at regular intervals at melas, cultural functions etc . For example in Punjab, BSNL canopies were installed outside Gurdwaras during Sunday prayers to inform the prospective customers.

It is requested that the above methodology may be attempted by all the circles so that BSNL may achieve the intended target within the time limits of the BSNL-USOF agreement. It is also advised that the line men may be asked to contact all the landline customers of their area and educate the customers of the benefits of broadband and subsidized schemes of USOF. This written report may be analyzed by the JTO outdoor and leads may be generated.

This is for your kind information and n/a please .

Sd/-  
(Anil Jain)  
Sr. GM (NWP-BB)-CFA