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

नरेन्द्र कुमार मेहता
निदेशक (उद्यम एवं सी एफ ए)
बी एस एन एल बोर्ड
N. K. MEHTA
Director (Enterprise & CFA)
B S N L Board

No.27-117/2018/NWO-BB&IN/FTTH

Dated: 25.06.2018.

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Dear Shri _____

I would like to draw your attention towards the fact that Broadband FTTH is our core service to earn revenue. It becomes necessary to provide Broadband service more customers to earn the maximum revenue from Broadband services.

In review meeting held on 25.05.2018 under the chairmanship of CMD, BSNL, it was decided that FTTH Gross provision target for 2018-19 would be 20 times of previous year (2017-18) achievement. As such, All India Gross FTTH provision target (revised) for 2018-19 has been allocated 36 Lakhs and informed all Heads of Telecom Circles/Metro Districts vide letter No. 27-117/2018/NWO-BB&IN/FTTH Mission dated 25.05.2018. Also, a letter of even Number dated 31.05.2018 regarding Strategy/Action Plan/Decision Taken/Proposed to Achieve Targets assigned for FTTH in Mission Mode has been issued by BSNL CO, New Delhi.

FTTH achievement is being monitored on daily basis and uploaded on 'FTTH Mission Mode' whatsapp. In the month of June, 2018 (till 19.06.2018), Gross Cumulative Achievement of FTTH is 9671. Further, Cumulative Disconnection is 3675 and Net FTTH Achievement is 5996 which is very far behind the monthly target of 3,00,000. It requires to explore the reason behind it, make suitable action plan and take proactive steps to achieve the assigned target.


You are, therefore, requested to send the following information:

1. Action plan and target assigned to SSAs (except few Telecom Circles).
2. For requirement of Partners (TIP/MO/Cable Operators), Assessment of demand, Proactive sales & Marketing etc., efforts need to be identified and communicated to BSNL CO.
3. All correspondences related to Equipment/Material Requirement (action to be taken by NWP-BB Cell, BSNL CO), Marketing [action to be taken by Marketing Cell (CFA & EB), BSNL CO] and Back Haul Up-gradation (action to be taken by CNO/CNP Cell, BSNL CO) may be sent to the concerned units of BSNL CO, New Delhi for further action with a copy to PGM (NWO-BB & IN), BSNL CO, New Delhi.
4. Proactive steps being taken to improve capacity utilization.

In view of the above, I request to bestow your personal attention in the matter and take necessary action to achieve Gross FTTH provisioning target and ensure high net positive growth. Action taken in this regard may be communicated by 29.06.2018.

With best wishes,

Yours Sincerely,


(N.K. Mehta)

To
Shri/Ms. _____
Chief General Manager
_____ Telecom Circle/Telecom District,
Bharat Sanchar Nigam Limited