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

No.4-20/2011-BP-CFA

5<sup>th</sup> October, 2011

To

All Chief General Managers  
South Zone Circles

**Sub: Minutes of South Zone Review Meeting held in Chennai.**

A meeting of the South Zone circles was held at Chennai on 17.09.11 under the chairmanship of Director (CFA), BSNL Board to review the overall performance of South Zone circles. All the circle heads of South Zone along with their teams comprising senior officers from circle offices, some SSA heads etc. attended the meeting.

In the beginning, Shri A. Subramanian, CGM, Chennai Telephones welcomed all the participants. Director(CFA) discussed the circle-wise revenue performance of all the circles of south zone and informed that revenue performance of BSNL is being monitored by Hon'ble MOC/DOT on monthly basis. He pointed out that the revenue achievement is not very encouraging. Hon'ble MOC's expectation for revenue is 25% increase over last year's achievements for the same period. The assured revenue by various circles of South Zone and comparison of revenue from April-August, 2011 with the corresponding period of 2010 is attached as Annexure I.

The following steps to increase the revenue were discussed:

- SSAs showing poor performance need to be identified and specially monitored.
- The items where significant increase in revenue is possible are listed below:
  - (i) STD enabled connections are to be increased to around 90%.
  - (ii) To increase the efficiency of IVRS based Automatic Bill Payment Reminder service to 90%.

- (iii) CCR of land line exchanges should be improved to above 60% for local, junction and STD calls..
- (iv) Online information available through TAX NMS may be used to identify the stations with poor CCR/congested routes by Circle/SSA/Exchange heads from their terminals and passwords.
- (v) Day-to-day monitoring of poor CCR/congested route by Circle, SSA, TAX/Exchange incharges. Nigh hour CCR can be used to see if the small exchanges are functional properly at night.
- Spare capacity in mobile to be used to increase the active connections in each circle. 5 lakh new connections per month (20000 per working day) to be targeted.
  - Distribution channels/sales channels (in house and outsourced) must be geared up to provide 5 lakh connections. For this new long term tariff plans with alternative charge value and franchise commission may also be considered by CGMs. Franchises and retail outlets to be fully established.
  - All the customers of disconnected land lines/Broadband connections due to DNP during last two years may be contacted to facilitate them to repay their dues in easy instalment and reconnect their numbers as done by A.P. Circle.
  - Sale of Broadband connections under Udaan scheme through CFA Franchise needs to be significantly increased. Where CFA Franchise are not appointed, Mobile Franchise Channel should be exploited. New CFA Franchise commission may be popularised.
  - Incentive scheme for Udaan sale scheme and staff already deployed must be used effectively.
  - Number of Udaan Sale Associates must be increased and average monthly sale of Broadband connections through each Sale Associate must be increased and monitored to be commensurate with the targets assigned. (Number of new monthly connections targeted through Udaan = No. of Sales Associates x Average monthly sales per Associate = at least 30% of total monthly target given by Corporate Office)
  - Manifold increase in revenue through sale of IN-VPN, BB-VPN, free phone service and UAN service is possible which is unexploited so far. Enterprise group and SSA heads may be given monthly targets.
  - USOF subsidy claim may be settled quickly. Advances received for NMEICT project for University/College from Ministry of HRD should be properly accounted for to charge them properly in revenue accounts.



- Effective steps need to be taken for increasing the revenue through new addition of Landline and Broadband connections. To achieve the high percentage increase in revenue, steps need to be taken to increase the ARPU for Landline, Broadband and Mobile services besides increasing the number of connections. Targets and methods for increasing ARPU may be defined.

All the CGMs assured to take necessary actions on the points discussed in the meeting.

The meeting ended with vote of thanks to the Chair.

It is requested that Action Taken Note on the points discussed in the meeting may be sent to this office for perusal of Director (CFA)

*B. D. Sherkhah*  
DM(BP-CFA) *05/10/2011*  
BSNL C.O.