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

कुलदीप गोयल

अध्यक्ष एवं प्रबंध निदेशक

Kuldeep Goyal

Chairman & Managing Director

D.O. No. 4420CMD/BSNL/2009-L

Dated 18th June, 2009

Dear Shri

Subject: 100 Day's programme

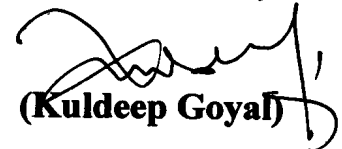
Accounts for the F.Y.2008-09 are likely to be finalized by end July,2009. However the estimates indicate that operating income during the year is likely to be less by almost 10% compared to the previous year, seriously effecting the profitability of the company. One of the main reasons for the same could be attributed to the non-availability of adequate mobile capacity during the major part of the FY 08-09. However since mobile capacity is now made available for the past many months in all zones except West where also the capacity is now made available, it was expected that the performance should significantly improve during the current financial year. It is, however, observed that addition of mobile connections during the month of April and May,09 has been only 1036658 and 449046 as compared to March'09, when the mobile connections added were 2506167. This is a cause of serious concern.

Now that the mobile network capacity is available, what is required is a complete focus on sales, marketing and customer care, apart from increasing the revenue from the enterprise segment and new business. In order to give a focused attention to the same, 100 day's programme has been chalked out which would be running from 23rd June,09 till 30th Sept.2009. The same is enclosed herewith.

I would request you to ensure that you work out your action plan to implement the same in full earnest and monitor it at least on weekly basis so as to ensure achievements of the targets. It is also proposed that the CGMs of territorial circles whose performance is found to be the best in 100 day's programme would be suitably rewarded. Some more incentives for officers/staff whose contribution is found to be best in various categories are also proposed to be given . I count on your unstinted support to make this programme successful which will not only increase the company's profitability but in turn will benefit the employees immensely.

With best wishes,

Yours sincerely,



(Kuldeep Goyal)

To
All Chief General Managers
Territorial / non territorial Circles/

100 Days' programme

(1) Improving brand visibility of BSNL

- (a) Provision of signage for all the retailers and franchisees.
- (b) Provision of signage at all BSNL PCOs/ shoppe.
- (c) Provision of hoardings for improving the brand visibility and marketing of various products.

(2) Full implementation of Sancharsoft for sales and distribution activities

- (a) Inputing the data of all distribution channels including retailers latest by July, 09.
- (b) Doubling the existing retailer base covering every existing BTS area and the BTSs planned.
- (c) Putting Franchisee and Retailer Management Teams in place for monitoring and supporting sales channel.

(3) Enterprise Business

- (a) Identification of all existing corporate customers, their existing business and potential business by July, 09
- (b) Updating the data circuit records by 100% incorporation of all the circuits by July, 09 and ensuring 100% billing of all data circuits by 30th Sept.09
- (c) Generate additional business of Rs.769 crores from Enterprises during 100 days.
- (d) Generate wholesale bandwidth business of Rs.120 crores during 100 days.

(4) 3G business

- (a) 150 cities with full coverage by 31.7.2009
- (b) Customer base of 1,30,000 by Sept.09

(5) Blackberry

- (a) Provide 5000 blackberry connections during 100 days with special focus on bulk sales to government / PSUs

(6) Improve operational performance

- (a) Long distance network
 - (i) Plan for up-time of five 9s for long distance network
 - (ii) Crash programme to procure microwave equipment for East Zone
 - (iii) Commissioning of already ordered microwave equipment by July,09
- (b) Achievement of prescribed targets for operational performance for Mobile, Broadband and Wireline networks
- (c) Achievement of prescribed targets for Customer Care through Call Centres.

(7) New Business

To achieve business of Rs. 100 crores from Infrastructure (Towers) during 100 days.

(8) HR Issues

- (a) Restructuring to be completed upto SSA level by Sept.2009
- (b) Recruitment of DGMs by September,09

(9) Revenue

- (a) Achieve revenue targets fixed for each business till Sept.09, making up for any backlog in this regard till date. If there is no separate target fixed for the same, at least 40% of the annual targets to be achieved.
- (b) Liquidate more than 25% of 3 years old outstandings.
- (c) Liquidate more than 50% of less than 3 years old outstandings

(10) Development

Achieve the target fixed in respect of various business till Sept.2009 making up of any backlog in this regard till date. If there is no separate target fixed for the same at least 40% of the annual targets to be achieved.