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

शीतला प्रसाद

निदेशक (सी.एम.)

SHEETLA PRASAD

Director (CM)

BSNL Board

D.O.No. DIR(CM)/Misc./2019/33
29th July, 2019

Dear Shri

While reviewing the revenue performance of 63 selected SSAs up to the month of May, 2019 vis-à-vis May, 2018, it has been observed that there is decline in revenue of most of the SSAs as compared to the revenue of the same period of the previous year.(copy enclosed) From the revenue variation trends, it is found that there is even negative revenue growth in many SSAs.

CMD, BSNL has taken a very serious view of the situation. You are, therefore, requested to keep a check on the continuous decline of revenue and personally concentrate on revenue growth especially door to door marketing and generation of new demand and retention of existing business. Steps taken with achievement must be reported to this office monthly to justify the presence of officers and staff and taking action.

With regards,

Yours sincerely,


(Sheetla Prasad)

All Chief General Managers
North Zone Circles
West Zone Circles