



No. 8-23-2018-PHM (Pt.)

Dated: 15.11.2018

To,
All Chief General Managers
Telecom Circles/Telephone Districts.

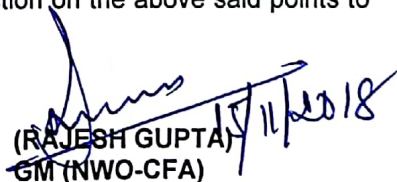
Subject: Measures to improve the performance on the front of Gross LL connections during the year 2018-19 reg.

Kindly refer to this office letter of even number dated 18.06.2018, 06.07.2018, 08.08.2018, 10.09.2018 & 03.10.2018 regarding above cited subject. It is observed that the achievement of Gross Landline DELs of most of the circles is not as per the expectations. CMD BSNL has taken it very seriously & has shown displeasure over the achievement.

All the tariff proposals received by PDP-CFA Section from the circles are taken care of promptly. The tariff circulars issued by T&C Cell of BSNL CO on PAN India basis including circle specific plans are available on intranet.

It is reiterated that the provisioning of connections by the circles needs to be increased in a big way. In this regard, the following measures may be adopted:

1. Door to door campaign should be taken up by Accounts staff along with Engineering staff as already reiterated vide this office letter no. 7-8/2016(PHM)(Pt III) dated 17.05.2018.
2. To bring back the old customers which left the BSNL & to retain the customers where areas are TNF, a new Virtual LL plan "ASEEM" was launched and targets are already assigned. Please use the plan to retain the customers & getting new customers even from TNF areas.
3. Where ever copper cable is getting damaged and is irreparable, try to shift those connections on FTTH. Promote FTTH as much as possible, as future is of FTTH only due to enhanced carrier speed. This will help BSNL to compete with other operators also
4. Daily sending a "SMS" report by CGM to Dir (CFA) with a copy to the undersigned regarding > 7 days pending landline faults, > 15 days pending landline faults, total NTC OBs pending and no. of landline exchanges down > 7 days & > 15 days in the circle.
5. Arrange mela/canopy in feasible areas/colonies for public awareness and booking of new landline / broadband connections.
6. Celebration of "CFA day", "Plan ASEEM day" and "Briefing day" as already reiterated vide this office letter no. 7-8/2016(PHM)(Pt III) dated 17.05.2018.
7. New colonies are emerging in the outskirts of the cities. Plan to make the colonies feasible by laying UG Cable/ fibre to give Landline / FTTH connections.
8. Further, a CFA funnel has been developed by ITPC and pre-leads may be created by visiting new developing areas. These pre-leads may be converted into leads to get maximum connections.
9. In addition, a Lineman module for monitoring the fault repair & provisioning of NTC has been developed by the ITPC to monitor the performance of individual field staff. The help of this IT tool may be taken to improve the performance.
10. Motivating the field staff to improve the operational parameters of landline for which award has already been announced vide this office letter no. 8-22-2018-19/PHM dated 07.06.2018 under CFA strategy for market disruption.
11. In view of the above, all the Circle heads are once again requested to make all possible efforts to improve the performance & mobilize the teams to take necessary action on the above said points to increase the landline customer base of BSNL.


(RAJESH GUPTA)
GM (NWO-CFA)

Copy to:
DIR (CFA) for kind information pl.