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

## विवेक बाँझल

निदेशक (सी.एफ.ए.)

बी.एस.एन.एल. बोर्ड

**VIVEK BANZAL**

Director (C.F.A.)

B.S.N.L. Board

D.O. No.Dir(CFA)/Misc./2020

Dated 01<sup>st</sup> January 2021

Dear CGMs,

The year 2020 has just left us, and I take this opportunity to thank you and all your team members for the contribution made in the CFA vertical.

The year 2020 was full of challenges particularly due to COVID-19 pandemic and the VRS. A large part of BSNL family members left the organization in the VRS process, because of which we introduced cluster management policy to take care of copper network and the landline/broadband customers. The journey so far has been encouraging because of the efforts made by you, your team members in circle office and BAs and our cluster partners. This relationship has to be further strengthened to see that the quality of service further improves with single digit MTTR and all faults cleared on same day and similarly new customer acquisitions also improve in the days to come. The targets for the revenue and physical achievement for the last quarter of this financial year have already been circulated and I am sure that you must have advised all your BA heads to go full throttle on the achievement of these targets.

Coming to the growth of FTTH (Bharat Fibre) and Air Fibre, BSNL has shown exemplary strength in the partnership model for the roll out of these services. It is primarily due to two reasons - the systems which have been built with all IT based measurements on service delivery, and last mile collaboration on sales and service quality, developed with the partners by your team members. In the FTTH business, we are in a phase where growing leaps and bounds is a certainty and this must happen across all geographies in your circle. As we all know, A large volume growth can happen only if BSNL ensures a umbrella coverage of GPoN network in your circle (we devised the GRI index for this aspect only) . For the Air Fibre business, this year we have to ensure that all BTS sites in the rural geography are made live with AirFibre services through the partnership model. This will ensure a 100% digital connectivity outreach programme execution by BSNL


Migration to NGN network across all circles, is a priority in the last quarter of this financial year. We had conclude a large part of this agenda in the last three quarters and it must be ensured that remaining activity in your circle is completed before 31<sup>st</sup> March 2021.

As re-structuring of BAs is reaching to its conclusion, it is important that our technical operations are accordingly aligned for better management. The instructions have been issued for setting up **One Network** centralized network management at the BA headquarter level. You must ensure that this methodology is made live in the month of January itself to bring further improvement in network and customer management.

We have experienced the large possibilities in the growth of IN platform (toll-free services) and SIP enabled voice and data services during the helpline requirements from various state agencies for COVID patients. These services are to be further targeted at small, medium and large enterprise for their office automation, with customer premises equipment enabled through partnership models. Detailed instructions on tariff and partnership model are already circulated and special attention is required in this year to have substantial revenue contribution coming from this line of business.

I wish you and all members in your team, the very best for the Year 2021 with all its challenges and delight involved in serving our customers, in providing the best of telecom services.

With Best wishes

  
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(VIVEK BANZAL)  
11/2021

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