

Network Operation Section,  
O/o Chief General Manager,  
Maharashtra Telecom Circle,  
Administrative Bldg.  
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**भारत संचार निगम लिमिटेड**  
(भारत सरकार का उपक्रम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

No: CGMT/MH/BB/Target/2019-20/

Dated- 07/10/2020

To  
All SSA Heads  
Maharashtra Circle

Sub: Need for increased efforts to enhance revenue generation in CFA Vertical & CFA Qtr-III  
Targets for 2020-21

Ref: D.O. Letter from Director (CFA) to CGMT MH Circle dt 29/09/2020

1. Kindly find enclosed herewith D.O. letter from Director CFA emphasizing the need to provide a MAJOR BOOST to revenue generation in CFA Vertical. This can done only by focusing on growth of customer base and improvement of customer service quality.
2. Vide the above letter Dir (CFA) has conveyed Physical and Revenue Targets for the Next Quarter (Q3). The Physical Targets (Gross) assigned for Landline, Broadband and FTTH has been assigned SSA-wise for the next three months. The net Target for landline is zero and for Broadband the target is more than 40% of working landline as on 31/03/2021. Revenue Targets will be conveyed by Finance Vertical separately. All SSAs are requested to make all out efforts to achieve the Targets.
3. As mentioned by Dir (CFA) we are witnessing a major customer shift to the Fibre Technology in Broadband segment. Large scale churn of copper Broadband customers can be minimized by migrating them on Fibre connection. Various initiatives have been taken for improving customer acquisition like Geo-tagging of OLTs, Mapping of OLTEs with clusters, online booking of Bharat Fibre connections through bookmyfibre.com website, BSNL E-Pay etc. Individual targets may be assigned to Bharat Fibre partners.
4. Also, in almost all SSAs Cluster Partners have been established. Cluster-wise Targets for Landline and Broadband may be assigned to Cluster partners urgently.
5. The targets assigned may also be monitored on a daily basis. The Physical and Revenue achievements will be reviewed by Circle Office on a monthly basis.

DGM (CFA)  
MH Circle

Encl: As above

Copy to: GM (S & M) CFA, MH Circle for necessary action please

**PHYSICAL TARGETS (GROSS) OF CFA VERTICAL FOR QUARTER III 2020-21 (Oct-20, Nov-20 & Dec-20)**

SL. NO.	SSA	MONTHLY TARGETS FROM MAY 2020 TO MARCH 2021			Achievement upto Sept 2020			Target For Quarter 3 2020 Landline			Target For Quarter 3 2020 Broadband			Target For Quarter 3 2020 FTTH		
		LL	BB	FTTH	LL	BB	FTTH	Oct-20	Nov-20	Dec-20	Oct-20	Nov-20	Dec-20	Oct-20	Nov-20	Dec-20
		1	Ahmednagar	231	573	766	963	665	2635	191	272	309	501	702	803	822
2	Akola	85	186	228	337	431	923	73	104	118	176	246	282	249	261	274
3	Amravati	103	217	371	359	967	2000	98	140	159	222	311	356	483	508	533
4	Aurangabad	142	286	683	499	482	1844	136	194	220	277	389	445	657	691	725
5	Beed	38	96	323	194	170	1109	37	52	59	93	131	149	339	357	374
6	Bhandara	54	125	302	197	179	1034	42	60	68	107	149	171	274	288	302
7	Buldhana	47	87	206	240	233	1509	40	56	64	75	105	120	293	308	323
8	Chandrapur	53	147	689	237	187	3476	51	72	82	142	198	227	862	906	950
9	Dhule	93	177	633	284	146	2454	78	111	126	147	206	236	728	765	802
10	Gadchiroli	14	54	596	102	646	2374	13	19	21	55	77	88	676	710	745
11	Goa	464	1214	523	606	395	4525	442	630	714	1129	1581	1810	899	945	991
12	Jalgaon	186	315	649	607	369	2469	179	255	289	315	441	505	709	746	782
13	Jalna	30	69	132	130	922	106	29	41	47	68	96	110	85	89	93
14	Kalyan	413	400	336	234	185	923	400	570	646	378	529	606	319	335	352
15	Kolhapur	272	598	605	679	545	1693	267	381	432	603	844	967	601	632	663
16	Latur	59	153	171	392	769	1000	52	75	85	145	203	233	230	241	253
17	Nagpur	382	807	1764	1062	598	5735	370	527	598	764	1070	1225	1794	1886	1978
18	Nanded	59	148	197	506	1864	682	59	84	95	163	229	262	205	215	226
19	Nasik	393	998	1694	1584	643	6947	369	527	597	948	1328	1520	1919	2017	2116
20	Osmanabad	31	85	92	128	801	498	25	36	41	76	107	122	104	109	114
21	Parbhani	34	73	45	69	77	159	30	43	48	65	91	104	36	38	40
22	Pune	1065	2496	5182	1148	1521	11578	1015	1448	1642	2329	3262	3735	4780	5025	5270
23	Raigad	79	144	96	201	137	248	72	103	116	133	186	213	88	92	97
24	Ratnagiri	102	201	265	308	295	1659	94	133	151	193	271	310	358	376	395
25	Sangli	142	327	515	515	525	1125	137	196	222	329	461	527	477	501	526
26	Satara	126	284	367	389	567	1985	119	169	192	271	379	434	466	489	513
27	Sindhudurg	83	171	237	392	574	1760	76	109	124	181	253	290	367	385	404
28	Sholapur	138	297	309	388	486	1175	133	189	215	295	413	472	335	353	370
29	Wardha	45	87	137	157	180	1096	39	56	64	79	111	127	213	224	235
30	Yeotmal	38	95	69	177	249	747	34	49	56	94	131	150	134	140	147
	<b>TOTAL</b>	<b>5000</b>	<b>10909</b>	<b>18182</b>	<b>13084</b>	<b>15808</b>	<b>65468</b>	<b>4700</b>	<b>6700</b>	<b>7600</b>	<b>10350</b>	<b>14500</b>	<b>16600</b>	<b>19500</b>	<b>20500</b>	<b>21500</b>

**TARGET FOR NET CONNECTIONS**

**LANDLINE : The net target is 0**

**BROADBAND: The net target is more than 40% of working landline as on 31/03/2021**

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भारत संचार निगम लिमिटेड  
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## 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. 27-113/2018/NWO-BBIN/BB Targets  
Dated:29<sup>th</sup> Sept., 2020

Dear Shri

The Quarter-II of the current financial year has come to a close, and as highlighted in various interactions with you and your Circle/SSA Team, it is to re-emphasize that the revenue generation from the services under CFA Vertical needs a MAJOR BOOST, which can be done only by focusing on growth of customer base and improvement of customer service quality.

2. As you witness a major customer shift to the fiber technology in broadband segment, Bharat Fiber Services and its umbrella coverage on PAN INDIA Basis is of prime importance. Large scale churn of copper Broadband customers can be minimized by migrating them on Fiber connection. For this BSNL Corporate office has taken lot of initiatives like Geo-Tagging of OLTEs, Mapping of OLTEs with Clusters, Online booking of Bharat Fiber connections through bookmyfiber.com website, BSNL E-Pay etc.

3. Also, revenue generation can be improved by focusing on other important service segments like Enterprise Wi-Fi under Open Wi-Fi Policy, SIP Trunk business not only from Government sector and large Corporate Houses but also from Small and medium enterprise entities like Hospitals, Educations institutes, Internet Lease Line customers of BSNL as well as others and IN Services (Toll Free numbers).

4. Upto Quarter-II, many Circles have achieved the Physical targets in the Bharat Fiber segment whereas the churn on copper broadband remains to be the biggest concern. With cluster partners already established in major towns, it is expected that your team will make efforts to achieve all the targets set for Quarter -III of the current financial year. The reverent target sheet is enclosed.

5. The CFA Dashboard gives you a regular achievement vis-à-vis target update also in addition to all parameters required to be monitored to QoS at network level as well as at customer level.

I am not only sure but confident that proper monitoring of cluster partners for maintaining QoS of Broadband customers, handholding of Bharat Fiber partners in Umbrella coverage of Bharat Fiber. Special focus on other revenue streams (as mentioned above) will definitely help you and your Team not only to achieve all the targets assigned for next three months i.e. Quarter-III for your Circle but also set the right path on the way forward for further customer and revenue growth.

With best Wishes,

Encls. Annexure for CFA Qtr-III targets 2020-21.



29.9.2020

(Vivek Banzal)

Chief General Managers,  
All Telecom Circle,