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

अनुपम श्रीवास्तव
अध्यक्ष एवं प्रबन्ध निदेशक
ANUPAM SHRIVASTAVA
Chairman & Managing Director

No.10-16/2010-SCM-CM
September 2, 2015

Dear Shri

You would appreciate that top most priority of BSNL management is the turnaround of our company which is possible only if all circles perform well and surpass respective MoU targets assigned for current financial year with regard to various services. In this direction, recently some innovative schemes have been designed and offered to our customers like Free Incoming Calls while roaming to our mobile customers, which if exploited fully can be a game changer as far as revenue and customer base of our mobile services is concerned.

I have been personally monitoring performance of all circles ever since above scheme was offered and while appreciating your efforts resulting in increase of gross connections from around 8.67 lakhs in May, 2015 to 16.1 lakhs in the month of July, 2015, I had expected continuation of this positive trend further. To my dismay, this increase slipped to 14.79 lakhs in August, 2015. Few circles viz. Assam, Bihar, NE-II, Odisha, Andhra Pradesh, Madhya Pradesh & Chandigarh could surpass July gross connection figures but rest failed to do so. I see no reason for this break in upward trend. I expect circles heads to quickly analyze the reasons for slowing down the growth with reference to figures of July, 2015 and take immediate corrective actions while taking advantage of this festive season strategically. Targets for the month of September, 2015, as given in Annexure-I are to be achieved, without fail, by all circles to maintain the momentum of growth.

As far as revenue is concerned, though there is slight increase of 1.7% in IN revenue during August, 2015 as compared with that of August, 2014, I see tremendous scope of progress, provided we all keep doing our best by achieving targets on month-on-month basis. All India Circle-wise revenue performance is also enclosed as Annexure-II. A & Nicobar, Kerala, Odisha & Uttaranchal Circles deserve appreciation for achieving more than 10% growth. However, there are 10 circles where revenue growth remained negative, which is simply not acceptable as it can jeopardize efforts of all others. CGMs and IFAs of those 10 circles need immediate serious introspection to work-out strategy to come out of the negative clutches quickly.

This is the last month of 2nd quarter and once it gets over, BSNL Board would again assess performance of all circles with regard to both physical and financial performance. As I have been communicating, Hon'ble MOC& IT himself oversees the growth of BSNL and BSNL Board is under severe pressure to even take punitive action against non-performing circle heads / IFAs for long. I, therefore, once again appeal to you to get all your teams charged up further to put in more sincere efforts to meet all targets assigned to you with regard to physical and revenue growth of mobile segment. The least growth of IN revenue I expect from your circle on month to month basis in September, 2015 is **5%.**

Looking forward to you further improved performance by your circle in the month of September, 2015.

With best wishes,

Yours sincerely,

(Anupam Shrivastava)

Shri
Chief General Manager,
Telecom Circle / District,

Annexure-I

Physical Target for Gross Connection in September, 2015

Zone	Name of Circle	Target Assigned for Aug'15
EAST	Andeman & Nikobar	7,000
	Assam	25,000
	Bihar	77,700
	Jharkhand	22,000
	Kolkata	11,000
	North East-I	1,22,000
	North East-II	35,000
	Orissa	1,19,700
	West Bengal	34,000
	Total	**3,52,700**
NORTH	Punjab	1,12,000
	Haryana	1,00,000
	Himachal Pradesh	58,000
	Rajasthan	90,000
	Jammu & Kashmir	42,000
	Uttar Pradesh(W)	1,38,000
	Uttar Pradesh(E)	2,13,000
	Uttranchal	36,000
	Total	**7,89,000**
SOUTH	Andhra Pradesh	2,03,000
	Chennai	16,000
	Tamilnadu	1,60,000
	Kerala	1,61,000
	Karnataka	1,50,000
	Total	**6,90,000**
WEST	Gujarat	1,10,000
	Maharashtra	1,32,000
	Madhya Pradesh	77,000
	Chattisgarh	46,000
	Total	**3,65,000**
	Grand Total	**21,96,700**

Annexure-II

Revenue performance(August, 2015 V/s August, 2014)

Circles achieving more than 10% growth (Excellent)

1. A&N - 28,93%
2. KR - 14.11%
3. Orissa - 12.93%
4. UTL - 11.36%

Circles achieving more than 5% growth (Very Good)

1. NE-I - 7.75%
2. HP - 7.96%
3. Chattisgarh - 7.21%
4. Gujarat - 5.91%\
5. AP - 5.81%

Circles achieving 0-5% growth (Good)

1. Haryana - 4.92%
2. Assam - 3.64%
3. Jharkhand - 3.52%
4. Kolkata - 3.28%
5. Punjab - 2.40%
6. Bihar - 1.65%
7. UP(E) - 0.1%

Circles achieving negative growth (poor)

1. Chennai - -16%
2. Tamilnadu - -8.21%
3. West Bengal - -7.68%
4. J&K - -7.05%
5. Maharashtra - -6.00 %
6. Karnataka - -4.81%
7. Rajasthan - -3.80%
8. MP - -3.50%
9. NE-II - -2.65%
10. UP(W) - -1.69%