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BSNL Corporate Office,
Bharat Sanchar Bhawan,
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No. 8-30-2017-PHM

dated: 06.02.2018

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

Subject: Virtual LL plan "ASEEM" reg.

1. BSNL has launched Virtual LL plan "ASEEM" to bring back already disconnected landline customers to BSNL. The plan was fully activated during the month of Sept.2017. A total of 1 lakh target per month for provision of landline under plan "ASEEM" was assigned to the circles.
2. To bring back the old customers which left the BSNL & to retain the customers where areas are TNF, the connection through this new Virtual LL plan "ASEEM" may be explored. Please use the plan to retain the customers & getting new customers even from TNF areas.
3. The achievement of Virtual LL plan "ASEEM" is being closely monitored by the management. It is observed that 29921 connections are provided under this plan upto Jan.2018. The details are enclosed in Annex.-I.
4. It is observed that the achievement of the circles is :
 - i. Total 29921 customers in "ASEEM" plan up to 31.01.2018.
 - ii. OR, TN, AP, GJ, RJ, KRL, MH, HR, KTK & PB circles are in four digits.
 - iii. MP, UTL, KOTD, UPE, TL, CHG, UPW, CHTD, HP, JKD, WB, NE1, BH & JK circles are in three digits.
 - iv. AS, AN & NE2 circles are still in two digits.
5. As already intimated vide this office letter of even number dated 01.02.2018 that BSNL CO has decided to award circles who will give appreciable achievement under "ASEEM" plan during the month of January, February and March 2018. The copy of letter is again enclosed as Annex-II.
6. In view of the above, all the Circle heads are requested to make all possible efforts to mobilize the teams to take necessary action on the above said points to increase the landline customer base of BSNL.

Encls: As above.


06/02/2018
(RAJESH GUPTA)
GM (NWO-CFA)

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DIR (CFA) for kind information pl.

Aseem Plan Provisioning Report

Upto Jan.'18

CIRCLE	Target	Ach. Aug. 2017	Ach. Sept. 2017	Ach. Oct. 2017	Ach. Nov. 2017	Ach. Dec. 2017	Ach. Jan. 2018	Cummulative 2017-18
AN	200	0	2	9	6	1	9	27
AS	1050	0	0	12	16	4	17	49
BH	1700	0	0	10	16	42	43	111
JKD	1000	0	4	26	56	34	45	165
KOTD	1750	0	36	153	215	143	97	644
NE1	550	0	0	0	62	34	19	115
NE2	450	0	0	0	7	10	2	19
OR	2500	0	32	806	1263	1553	1661	5315
WB	1350	0	0	1	23	55	80	159
East Zone	10550	0	74	1017	1664	1876	1973	6604
CHG	1050	0	17	57	94	58	204	430
GJ	6200	0	152	555	715	357	593	2372
MH	9500	0	150	303	371	313	561	1698
MP	3600	0	60	158	196	124	185	723
West Zone	20350	0	379	1073	1376	852	1543	5223
HR	3800	0	98	435	420	297	432	1682
HP	1250	0	4	36	68	68	32	208
JK	1950	0	0	20	59	21	5	105
PB	6800	0	13	95	181	118	734	1141
RJ	6400	0	2	41	254	612	1034	1943
UPE	3800	0	0	102	126	167	239	634
UTL	1250	0	13	20	108	126	410	677
UPW	3250	0	7	33	96	127	111	374
North Zone	28500	0	137	782	1312	1536	2997	6764
AP	7180	8	558	1087	763	326	283	3025
CHTD	4000	2	10	58	77	58	64	269
KRL	8100	1	37	316	514	435	631	1934
KTK	7950	0	9	138	387	345	394	1273
TN	9500	1	62	503	1165	1333	1201	4265
TL	3870					179	385	564
South Zone	40600	12	676	2102	2906	2676	2958	11330
BSNL Total	100000	12	1266	4974	7258	6940	9471	29921

Annexure II

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No. 8-30-2017-PHM

dated: 01.02.2018

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

Sub: - Award to circles under Land line "ASEEM" Plan.

It is decided to award circles who will give appreciable achievement under "ASEEM" plan during the month of January, February and March 2018. The details of circles with categories is given below:

1. **Category A:** Circles having > 5 lacs connections:

In this category, circles achieving 1000 connections under "ASEEM" plan in a month from Jan to March will be considered. The circles under this category are KRL, MH, GJ, KTK, TN, AP, KOTD, MP, CHTD, and RJ.

2. **Category B:** Circles having >2 lacs and < 5 lacs connections:

In this category, circles achieving 800 connections under "ASEEM" plan in a month from Jan to March will be considered. The circles under this category are PB, TL, UPE, WB, OR, HR, and UPW.

3. **Category C:** Circles having <2 lacs connections:

In this category, circles achieving 500 connections under "ASEEM" plan in a month from Jan to March will be considered. The circles under this category are BR, CHG, AS, HP, JK, JKD, UTL NE2, NE1 and AN.

It is decided that the circles who achieve the above criteria will be suitably awarded.

All the Circle heads are requested to make all possible efforts to bring back the old customers which left the BSNL & to retain the customers where areas are TNF by providing connections under plan "ASEEM".

P.K. Sharma
01/02/18

(P.K.SHARMA)
DGM (NWO-I-CFA)

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DIR (CFA) for kind information pl.