



ND/NCNGN/CFA Revival/2018-19

Date – 11/05/2018


- 1) To,
All CGMs,
Territorial Circle.
- 2) CGMs (Telecom Factory).
- 3) PGM (NWP-CFA)/GM (NWP- BB)/PGM (NWO – BB/IN)/GM (NWO-CFA)/PGM (CNO)/
GM (CNP)/GM (TF) & PGM (PR&A).

Sub:- CFA Revival.

Please find enclosed list of suggestions discussed and agreed upon during 2nd CFA Revival Meeting which are duly endorsed and approved by Dir (CFA)/CMD.

You are therefore required to issue necessary instructions/actions which concerned your work area within 7 working days (latest by 22.05.2018) and a copy of same may be marked to undersigned.

This may be taken as MOST URGENT.


11-5-2018
(ANIL KUMAR JAIN)
CGM-NCNGN
BSNL, New Delhi

Copy to:-

CMD/Board of Directors for kind information please.

Annexure:- As above.

MINUTES OF THE REVIVAL OF CFA BUSINESS COMMITTEE MEETING HELD ON 06-04-2018 AT 11.00 HRS IN THE CONFERENCE HALL, OFFICE OF THE CHIEF GENERAL MANAGER, TELANGANA TELECOM CIRCLE, HYDERABAD TO ANALYSE AND EVOLVE STRATEGY TO REVIVE CFA BUSINESS IN BSNL

A Meeting of the committee members of CFA Revival Business Committee was held on 6th April, 2018 at 1100 hrs in the conference hall of O/oCGMT, Telangana Circle, Hyderabad under the leadership of Sri A.K. Jain, CGM NCNGN, New Delhi.

The following Committee members attended the meeting:

1. Shri Anil Kumar Jain, CGM(NCNGN), New Delhi – Chairman
2. Shri V.Sundar, CGA, Telangana – Member
3. Shri.S.P Tripathi, CGM, Kolkata Telephones – Member
4. Shri R.Mani, CGM, Karnataka Circle – Member
5. Shri T.N.Shukla, CGM, UP (East) - Member

The Committee is assisted by the following Officers:

1. Shri Neeraj Verma PGM(CFA), UP(East)
2. Shri K.Ramchand, PGM, HTD
3. Smt Sujata Venketeswaran, PGM(F), Telangana Circle
4. Shri K.V.N Rao, GM(NWO&SM) CFA, Telangana Circle

At the outset, Sri K.V.N Rao, GM (NWO&SM) CFA welcomed all the members to the meeting.

In his opening remarks, CGM NCNGN informed that based on the inputs received from the 1st committee meeting held on 06.01.2018, some of the plans/points discussed have been implemented and some more plans are still to be implemented.

Two plans, which were discussed during the first meeting viz. Broadband Family Plan 1199 and LL Plan 99 were implemented.

An agreement has been signed with Amazon for Rs. 999/- and Rs. 499/- per year packages for BSNL customer. This product will be given to people who take bundling product i.e., Combo, BB + LL @ free of cost. Also some freebies are announced for the existing customers along with Rs. 999/- per year package. This will be implemented from Jun 2018 onwards.

Director (CFA) has signed another agreement with Sony Live. It will give additional sports, movies etc. channels to the BSNL customers. This agreement will be shared soon.

Agreement with Netflix is also on the pipeline and the same will also be entered soon.

Following discussions were made during the meeting.

1. CFA Maintenance:

(a) BB/FTTH network improvement:

CGM, NCNGN informed that all the CGMs have been delegated powers to carry out the rehabilitation works in all the three verticals.

PGM, UP East informed that there is difficulty in CT Boxes procurement as there are no vendors from whom CT boxes can be purchased. GM (NWO) CFA, TS Circle suggested some vendors from whom Telangana is procuring these boxes.

- (i) Karnataka CGM opined that the quality of available cable is very bad. Maintenance of fibre is very important Addl GPON Ports & low cost ONTs may be planned.

- (ii) Many OBs are pending due to non-feasibility. Policy should be brought out for TNF areas. 3.5 CKM required in newly developing area.
- (iii) Even for pillars where heavy damage is there, we can lay the primary cable again and provide new connections in the area. A bank guarantee can be given to the municipality and the work can be taken up.
- (iv) CGMs should be authorised for purchase of OTDRs, splicing machines (portable) and it should be decentralised. Fibre requirement in case of CFA and EB must be clarified.

PGM UP (E) informed that there is no enough bandwidth for backhaul of DSLAMs due to up gradation to CPAN which is pending for last 6 months. There is no supply of SFPs and SFP 40 km & 80 km are required for up gradation.

BW up gradation, transmission media all are struck and depending on CPAN up gradation. This is a very serious issue which should be solved immediately.

GM (NWO) CFA, Hyderabad informed that a customer was connected directly to DSLAM on experimental basis observed that upload speed of BB modem is improved. Transmission media has to be strengthened.

All the members have opined that RPR & OCLAN bandwidth is to be upgraded to meet the Broadband enhanced speeds. CGM NCNGN informed that the tender is in the final stage and APO will be raised soon.

CGM, Kolkata informed that RPR/ONTs AMC is pending.

Provision of FTTH Connections to the Village Panchayats

PGM UP(E) informed that provision of FTTH may be extended to the village panchayats and from panchayat to the customer premises. If we have such policy it will boost FTTH revenue. There is a huge demand and potential for these provisions in UP (E) rural areas. Initially it will not be commercially viable, but during the course of time the cost will be recovered. He was of the opinion that within two years, we can break-even if the Fibre is laid at 3' depth.

CGM NCNGN informed that the board has approved the depth of 3' for laying OFC within towns. NOC Will be given to all the CGMs across all the circles by the Corporate office.

CGM Karnataka opined that OH / aerial cable, with the relaxation in 2F and 4F, smaller length can be tried . CGM Karnataka may send proposal to CGM NCNGN.

PGM HTD opined that connections in panchayat area can be given with L&T ONT (Alphion make) which can be upgraded. ITI is yet to upgrade OLT (CDOT make). CGM NCNGN informed that ONT up gradation (GPON) will be completed within 45 days. CDOT ONT is not good so cannot be upgraded and used.

The members opined that OH cable laying in panchayat is to be booked under Capital Expenditure.

PGM HTD informed that they have provided 80 connections through Bharatnet.

FTTH Wi-Fi hotspots:

Voice on Wi-fi - CGM NCNGN informed that testing on voice on Wi-fi will be done on NGN network in the next week. After this, the testing will be done on mobile.

Some 5 lakhs Wi-Fi connections are planned by NOFN . BBNL is interested.

CGM NCNGN informed that agreement to replace Alphion make wiredline ONTs with wireless ONT and maintenance for the next 5 years is under pipeline. Alphion has come up with new ONT with 4 USB ports and provision of landline connection @ Rs.2,500/-.

CGM NCNGN assured all the committee members that wireless ONT will be supplied soon. Wi-fi ONTs for testing purpose will be given to one of the Circles.

FTTH Outsourcing - TIPS & LCOs:

Commission to Case-IV franchisees , has been enhanced from 40% to 50%.

GM (NWO) CFA -S&M has suggested that FTTH business is picking up in Tier3 and Tier-4 towns also. Therefore, BSNL may empanel OLT vendors so that the cost and also the QOS of the equipment can be ensured to the TIPS and in turn to the Customers

It was also suggested by GM NWO CFA, Hyderabad that an Entrepreneurial development and motivational training by M/s. EMPRETEC India should be given to the TIPS , franchisees and officers of BSNL and this will help them improve the business thereby improving BSNL business. CGM NCNGN agreed for this proposal and suggested that as a cost cutting measure, they can be conducted in ALTTC Gaziabad and RTTCs of different circles. This training can also be given to our marketing officials which will give new ideas and motivation to them to improve the business.

In Kerala Railtel has started giving connection through the track poles. Similar experiment can be taken up by BSNL also in collaboration with railways.

It was suggested by CGM, Karnataka that the franchisees are leaving BSNL as they are not getting attractive returns. It was agreed by all the committee members and decided that the policy of franchisees should be re-looked into and a comprehensive policy must be adopted.

FMS has to be implemented in all the circles (integrated franchisees).

PGM UP(E) informed that M/s TIKONA has provided FTTH Broadband connections. The vendor has expressed that they are not aware of the fact whether the customer is receiving the bill or not.

A suggestion has been made to this effect that ITPC will generate complete data for them, vendor will print the bill and hand it over to the customer and gets the money to the Escrow account and the vendor will get the revenue share automatically.

As the CPE cost is around 3000 to 4000 rupees, it was suggested that a rental of 100 rupees can be charged to the customer on monthly basis. This will be viable only in isolated places. All non-feasible circuits can be given through this.

PGM (UP E) suggested that 50% of down payment can be taken from the vendor and take Rs.100 every month from the customer.

CFA Demand Generation:

As already discussed in the first committee meeting, first week of the month as CFA Week is being followed by all the circles. CSC staff and other staff must be given brief on the latest plans once in a month. 4th Monday should be observed as ASEEM day - These are being followed by all the circles.

Door to door campaign should be taken up by Accounts staff along with engineering staff.

CGM, NCNGN opined that, some opinion leaders must be identified in every SSA, and Free FTTH connections must be given for a period of 3 to 6 months on experimental basis so that they generate confidence that BSNL can give good service and thereby help in generating more demand in BB Connections.

It was suggested that a Marketing survey / research on BB connections must be taken up by some circles and major cities of preferred men / women / boys and girls and based on the research results, corrective action should be taken.

CGM NCNGN opined that one of the major problem in CFA is the gap in communication between BSNL and customer. Customer is not aware of the plans and the same should be marketed aggressively. He suggested to improve the sales and marketing and public relations with the customers about the CFA products. He suggested that areas of bulk connections should be identified like societies / offices and single organisation with multiple customers.

Business case should be prepared by UP East and sent to corporate office.

Karnataka CGM opined that FTTH is the future of CFA but not able to provide the services to the full extent as there are no fibres for the residential apartments and commercial complexes. All the state governments should be approached for providing FTTH connections. FTTH can be provided to these apartments and complexes if fibre is available.

CGM NCNGN informed that 4000 km of cable is released by the Corporate Office already. All the buildings have to be connected with fibre and all should be declared as fibre buildings.

Swan network of all the State Governments can be approached by respective circles for improving FTTH business.

TRAI has recommended that like PCOs, we should have Public Data offices. Even vouchers to the denomination of R. 2/- should be made available.

ADSL can be converted to FTTH and one month free trial can be provided to the customers and if the customers are satisfied with services, automatic change over should be done.

In case of any new plans, CGMs should be authorised to give publicity in local newspapers. All new plans must be given wide publicity by giving in local newspapers.

It was agreed by the committee members that the CGMs must be given powers to popularise the new CFA products in the local newspapers.

CGM NCNGN suggested that staff in the sales and marketing should take up marketing effectively and aggressively.

Tie up can be arranged with Paytm - whoever pays for the BSNL product through paytm will get discount. Retailers can also tie up with paytm / ecommerce products.

GM NWO CFA-S&M suggested that e-KYC CAF like in Mobile connection activations may be introduced for CFA products also.

CFA VAS Policy :

Any VAS provider with BSNL will get 80 : 20 ratio share. There can be many VAS services / providers on the menu and the customer can select his choice of VAS irrespective of selecting the vendor. Revenue share of the vendor will automatically be routed to the corresponding vendor's account depending on the VAS selected by the customer. This type of business model should be taken up.

CFA Tariffs:

It was felt by all committee member that too many landline and broadband National plans are existing and suggested that the number of plans should be restricted. While doing so, the Circle specific plans may be taken into consideration. In case of circle specific plans which are popular, they can be streamlined by the particular circles.

CGM Kolkata has opined that Landline 99 plan should be made permanent plan whereas, 49 plan can be stopped.

Only 3 landline and 4 FTTH plans should only be available. 160 plan with unlimited voice calls to any network for rural customers may be introduced. CGM NCNGN assured that it will be done in 20 days after study.

It was suggested that 600 and above plans must be given unlimited calls to any network and voice packs (98 and 48) may be allowed to the plans between 400 and 600. CGM NCNGN informed that approval to this suggestion is already given and the same will be communicated.

CGM NCNGN informed that Authorisation has been given by Corporate Office for the customers to purchase landline handset and ADSL modem or clip phone from market.

A proposal for giving leased circuit in TNF areas at no additional cost. As it is a radio modem, CGM NCNGN suggested that the cost of the equipment should not be charged to the customer who gives undertaking that he will be with BSNL for 3 / 4 years .

Project Udaan:

Project UDAAN team must be created in every SSA and strengthened. UDAAN should be made effective and functional at all SSA levels. The booked leads information should be shared with franchisees also for effective conversion into connections.

Funnel system in CFA has been started by Corporate Office. If funnel system can be effective from SDCA Level, it can become base for discussion.

PGM HTD informed that Funnel system created by ITPC is being used by Telangana circle.

Customer Retention:

PGM HTD informed CGM NCNGN that in TS Circle, OG Bar was done immediately after the due date and there was a big improvement in the collection efficiency. CGM Kolkatta and other CGMs too agreed that this can be done at the convenience of the particular circles.

It was opined by PGM (UP E) that project Aishwarya is doing good.

Kolkata CGM opined that Nil CDR / NIL IPDR for more than 2 months should be booked as complaints and monitored. ICB Restoration data, week-wise should be monitored. Proposal to be given by CGM Kolkata.

GM NWO CFA-S&M informed that IVRS message is being fed to the NIL CDR numbers and the No Reply numbers are ordered to field staff for attending faults if any in Telangana Circle.

GM NWO CFA-S&M suggested that bulk testing is very essential for pursuing the NIL CDR and NIL IPDR cases . With this facility, these numbers can be tested in bulk and faulty numbers can be attended. Therefore, vendor may be requested to provide this facility in NGN Switches.

Outsourcing of CSCs:

CSCs must be strengthened and equipped with staff.

Service centres with dedicated youngsters in CSCs on outsourcing basis - Corporate Office identified 500 CSCs across the country and all these will be maintained by outsourcing. These CSCs will be fully furnished and will function from 8 AM to 8 PM. New telephone connections, accepting telephone bills, fault booking, all BSNL related services will be dealt by these CSCs.

Arrangements for coffee / tea (paid) and water for the customers will be arranged and a healthy experience should be created to the customers. This will change the face of the BSNL. This will be on revenue share model.

The response to the EOI is quite encouraging and 180 applications have been received from various Agencies.

Wherever we are unable to man CSC, the TRAI recommended Public data Centre can be tried.

Suggestions by members:

It was suggested by PGM (UP East) that like CM nodal, there should be a nodal for CFA also at Corporate Office for dealing the matters of CFA Marketing effectively.

CGM NCNGN informed that Shri.P.K.Sharma is posted as PGM (CFA-MKTG).

E-KYC for CFA products should also be taken up on par with CM products.

Computer purchase can be bundled for data connections.

CGM Karnataka informed there are some vendors, who will market our product through intermediary marketing activities like filling up of CAFs etc.