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

राकेश कुमार उपाध्याय
अध्यक्ष एवं प्रबन्ध निदेशक
RAKESH K. UPADHYAY
Chairman & Managing Director

D.O. No. 25-2/2012/NWO-CFA
Dated : 18th September, 2012

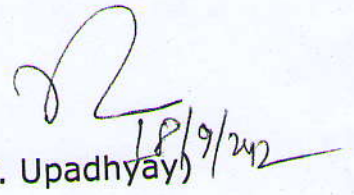
Dear Shri

It is observed that during April to August, 2012, most of the Circles have shown a net decline in landline connections and Circles like Jharkhand, Orissa, Assam and Karnataka have shown highest decline in landline in percentage terms whereas Circles like Karnataka and UP(E) have shown highest net decline in landline numbers. The data regarding the net landline connections from April to August, 2012 is enclosed for your reference at Annexure-I.

There is a net decline of 4.1 percent in the landline connection of BSNL during April to August, 2012. This is a serious concern and the surrender of landline must stop. I expect you to analyse the problem and take effective steps. We have asked to conduct exit interviews of the subscribers leaving BSNL by visiting the Customer's premises. The results of the exit interviews should be analyzed and effective steps be taken to arrest the decline. An integrated approach must be adopted in which efforts from every level of officer and staff is required.

Yours sinerely,

Encl. Annexure-I


(R.K. Upadhyay) 18/9/2012

All CGMs / Telecom Districts,
(By Name)