

**BSNL CORPORATE OFFICE**

Customer Service Center Cell,  
D-TAX CTO Building Behind Eastern Court,  
36, Janpath, New Delhi-110001.  
Ph:011-23738889 Fax: 23711300

**भारत संचार निगम लिमिटेड**

( भारत सरकार का उपक्रम )

**BHARAT SANCHAR NIGAM LIMITED**

(A Govt. of India Enterprise)

**No:16-13/2012/CSC/CMD-Sugg/3****Dated: 09.10.2013****To,**

All Chief General Manager  
Telecom Circle/District  
BSNL.

**Subject:- Suggestions for Growth of BSNL.****Ref.:** AGM-III (NWP-CFA), BSNL CO U.O. No. 77-7/09-ESY dated 07.10.2013.

This is in reference to E-mail received from Shri V.K. Sanjeevi GM HQ STP Chennai to CMD, BSNL (Copy enclosed) regarding suggestions for growth of BSNL on various points. Para No. IV regarding opening of Mini CSCs on part time basis at non SDCC towns where we do not have our own customer service centre but we have our own exchange building & at least JTO/TTA is posted, we may consider for opening of Mini CSCs, is one of them.

Whereas, the idea seems to be good, it needs to be assessed from the angle of implementation before we adopt on All India basis. In order to assess the feasibility, your valuable comments/suggestions are solicited covering the following:

- a. If acceptable, the methodology to implement. and
- b. The benefits foreseen, tangible/intangible and commercial.

In this regard suggestions of CMD has already been sent to all CGMs for opening of small CSCs vide this office letter no. 16-13/2012/CSC/CMD-Sugg./2 dated 17.01.2013 ( copy enclosed).

Kindly send your comments at earliest on mail id [agmcsc@gmail.com](mailto:agmcsc@gmail.com) for further action please.

Encl: As above.

*Ram autar*  
09/10/13  
( **RAM AUTAR** )  
Dy.GM (CSC)

Copy to:

1. AGM-III (NWP-CFA), BSNL CO, New Delhi -for information please.

NWP-CFA Cell, BSNL, Corporate Office  
5<sup>th</sup> Floor, Janpath, New Delhi-110001  
Phone- 011-23711422,  
Fax- 011- 23731590.

भारत संचार निगम लिमिटेड  
BHARAT SANCHAR NIGAM LIMITED  
A Govt. of India Enterprise

**Sub: Suggestions for Growth of BSNL**

Ref. :- E-mail sent by Shri V K Sanjeevi GM HQ STP Chennai to The CMD, BSNL .

This is in reference to above cited Email sent by Shri V.K.Sanjeevi GM HQ STP to The CMD, BSNL regarding suggestion for growth of BSNL. and it was forwarded also to The DIR (CFA) BSNL CO.

As Para 1 (Tariff Modification) pertains to Sr.GM (PDP-CFA), Para 2 (Fault Rectification) pertains to NWO-CFA Cell and Para-4 pertains to GM (CSC), these Para related to CFA vertical, are further forwarded to concerned Sr.GM / GM for for necessary action. It is also requested to intimate, the action taken, to this office to apprise Director (CFA) and CMD Secretariat.

This is issued with the approval of competent authority.

Enclosed: As above

*Ramaul*  
for AGM-III  
NWP-CFA

Sr.GM (PDP-CFA), GM (NWO-CFA), GM (CSC) BSNL Corporate Office, New Delhi  
U.O. No. 77-7/09-ESY Dated: 07.10.2013

Copy to :

(1) PS to the CMD, CMD Secretariat, BSNL CO, New Delhi.

AG m(CSC)

*Ramaul*  
9/10/13

SUGGESTIONS FOR  
GROWTH AND PROSPERITY OF BSNL

**C F A**

I. Tariff Modification

Presently (viz. wef. 1 Dec. 2010), we charge landline calls at 180 seconds pulse rate for local & STD access. The minimum charge is Re. 1 for OnNet calls and Rs. 1.20 for OffNet calls. Hence for every outgoing call from landline, a customer has to pay a minimum of Re. 1, whereas the charge for calls from mobile connection ranges from 0 to Re. 1. Hence subscribers generally do not use PSTN for making outgoing calls even when they are at office or at home.

The PSTN network capacity is loaded to only less than 60% and the traffic is less than 50% of the capacity. However we have to incur the same expenditure for maintenance of the network. It will be prudent to increase the capacity utilization by encouraging the existing customers by offering the following incentives. Moreover Tariff structure should be simple, easy to understand and comparable by the customers. This will attract new customers as well.

1. We may change the call duration to 1 minute pulse for all calls originated from PSTN .
2. We may charge different rates for Local STD calls to PSTN, Mobile Networks of BSNL & other Networks. For example, intra circle local call to PSTN BSNL Network can be charged at 0.40 paise per unit.
3. Fixed Monthly Charges (FMC) and free calls can be rationalized as below:

Civic Status	FMC (Rs)	Free Calls (Units)
Metros & Major Cities	175	150
Other Corporations	150	125
Municipality	120	100
Urban Panchayat	100	75
Rural Panchayat	60	75

Presently, FMC is charged based on SDCA capacity. For rural panchayats different rates are applied. FMC will be based on the civic status of the customer location.

II. Fault Rectification

PSTN cable network has been damaged extensively by other agencies due to which many of the landline connections are faulty or working with low installation fault. Since majority of the landline customers desire to have broadband connection also, low installation faults need rectification. Presently there is no proper system in the SSAs to repair such cable faults due to:

1. Lack of continuous flow of funds.
2. Lack of materials like copper cable, jointing kits etc.
3. Lack of willing contractors.
4. Unwillingness on the part of our employees.

In order to improve the Quality of Service of the existing customers and to attract new customers, a proper fault repairing mechanism should be devised uniformly for all the SSAs.

III. Expansion Of Cable Network

In the recent days, every city/town has seen expansions in new areas. Copper Cable network has not been extended to all the newly developed areas. Hence we are not able to give new connections in those areas. In some pockets, private operators only are present. Since we have the largest PSTN network, it is easy to provide connections in this area either by extending copper cable network or by opening new RSUs by diverting surplus equipments internally.

IV Mini CSCs

Recently we have appointed rural franchisees to strengthen marketing efforts in rural areas. There are many non-SDCC towns where we do not have our own customer service centres, but we have our own exchange buildings. In such stations wherever JTO/TTA is posted, we may consider opening Mini customer service centres to work atleast on part time basis.



**BHARAT SANCHAR NIGAM LIMITED,**  
# 307, 3<sup>rd</sup> Floor, Bharat Sanchar Bhavan,  
Janpath, New Delhi – 110 001

No. Director (CFA)/Note/PPS/2013/1

Subject: Some suggestions of CMD, BSNL- req.

CMD, BSNL has given the following suggestions to examine and compliance which has been forwarded by GM(C&M) of CMD's office vide his UO No. DGM (Cordn)/Misce/2012-13 dated 10<sup>th</sup> January 2013

1. Certificate may please be taken from all CGMT for below noted works, as these points are long pending
  - (a) Scrapping of all unserviceable material. [Sr.GM (NWP-CFA)]
  - (b) Conversion of DOTMBM to RSU & RSU to AN RAX. It will save huge amount of money on energy and rent etc. and maintenance will be easy. [Sr.GM (CS&RN)]
2. Small CSCs may be opened without incurring any expenditure with the available infrastructure and manpower to given better services to the nearest door step or our customers. [Sr.GM (CS&RN)]
3. All the Telephone Mechanic should be responsible for maintenance of Exchange/mobile BTS and also given load to DSA/customers etc. (They should also serve the landline/mobile customers). The concerned TM should deposit the money in the nearest CSC. [GM (NWO-CFA)]
4. Video conferencing with CGMT by the Directors may be done for proper monitoring. {Sr. GMs/GMs CFA Unit}
5. Daily Performance Sheet (DPS) should be prepared of each individual as being done in PSU Banks to improve the efficiency of employees. [GM (NWO-CFA)]
6. CDOT 256 may please be planned in existing GSM BTS shelter in TNF areas. Small Exchanges can be shifted to BTS shelters also. [GM (NWO-CFA)]

You may please examine the points pertaining to your Cell and give your suggestions if it is not feasible and if feasible, necessary instructions may be issued with the approval of CMD.

Encl: As above. Sr. (GM) CSC (CFA)

NK  
16/01/2013  
[N K Gupta]  
Director (CFA)

Copy to:

1. Sr.GMs/GMs of CFA Unit.
2. GM(C&M) O/o CMD, BSNL for kind information w.r.t. above mentioned ~~ref~~

Action on 'A' + 'B' pl.

AZM (CSC)

16.1.13

BSNL CORPORATE OFFICE  
CSC Cell, ७ ७  
R.No.7, IR Hall,  
Eastern Court, Janpath  
New Delhi 110001



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

Ph: 23738889 Fax: 23738780

No:-16-13/2012/CSC/CMD-Sugg./2

dated 17<sup>th</sup> Jan.'13.

All Chief General Manager  
Telecom Circle/District  
BSNL

Subject:-Suggestions of CMD. BSNL-regarding

Reference:- Director(CFA)/Note/PPS/2013/1 dated 16.01.2013

CMD, BSNL has given a few suggestions out of which following are pertaining to CSC cell to examine and comply.

1. Small CSCs may be opened without incurring any expenditure with the available infrastructure and manpower to given batter services to the nearest door step or our customers.
2. Daily Performance Sheet (DPS) should be prepared of each individual as being done in PSU Banks to improve the efficiency of employees.

Kindly evaluate the suggestions quickly in terms of requirement, viability and implement ability. Comments in this regards should be very specific and sent in a fortnights time, latest by 7<sup>th</sup> Feb.'13.

This has the approval of competent authority.

  
(R.L.Bairwa)

AGM(CSC)

Copy to:-

1. The Director (CFA) for kind information w.r.t.above mentioned ref. please.