

RAVI KANT
GENERAL MANAGER(CS)-CFA
10th Floor, Chanderlok Building, 36-
Janpath, New Delhi-110 001.
Tel. : 011-23326255 / 23036855
Fax : 011-23327656



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

D.O.No: 22-1/2010-PHB

Dated: the 20 April, 2011

Dear Shri

As you are well aware for a commercial Company like BSNL every business howsoever small it plays a pivotal role in the growth & branding of the Company as every small amount of revenue earned becomes an important source to replenish the coffers. PCO business which till now has been relegated to an unimportant corner has been earning some revenue every year and till the quarter ended December, 2010, we have earned about Rs. 300 Cr. which is likely to touch Rs. 400 Cr. by the end of March 2011 (as figures awaited) against the target of Rs.735 Cr. This figure can definitely be enhanced if a little attention is paid towards the following fronts :-

- i) Fault handling and PCO holders grievances handling mechanism;
- ii) Distribution of bills & collection mechanism of PCO revenue.
- iii) Awareness to the PCO holder about ROI.
- iv) Analysis of tariff & commission structure of PCO of private operators vis-à-vis BSNL operators.

Fault handling mechanism, bill distribution & revenue collection of PCOs are need proper attention and made to be more convenient for PCO holders. It is germane to state that tariff rates given at the sites of the Private players generally do not provide a clear picture and with a view to have a realistic picture, it is essential to ascertain their tariff structure as the private operators have fixed it SSA-wise/Circle-wise or on the basis of some other criteria i.e. area/distance-wise etc. Their tariff rates have to be compared with the prevailing BSNL tariff rates and accordingly recommendation may be send to this office along with proper documents so that necessary action can be taken regarding tariff. Such analysis will definitely help in handling churning problem.

Besides above churning can be further stopped by allowing PCO holders to sustain themselves in the market with the help of other business of BSNL. Therefore, it is essential to convert PCOs into BSNL Shoppe in progressive manner and extend them full co-operation in day-today activity.

I, therefore, request you to kindly bestow your personal attention to this sensitive area and ensure that concrete efforts on the above lines are made to enhance the PCO business and before sending the next monthly statement, a proper analysis is done at the Circle level and the steps taken/ to be taken to beat the other operator in providing better quality of service at competitive rates may be indicated. Any novel idea to increase this business will be highly appreciated.

With kind regards,

Yours sincerely,


20.4.11
(Ravi Kant)

Shri
Chief General Manager,
Bharat Sanchar Nigam Limited
Telecom Circle/Telephone Distt.