

Sales & Marketing-CM

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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

27-9 /2013-S&M-CM/17

Dated: 03.07.2013

To

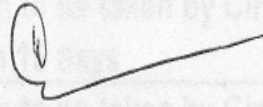
The Chief General Manager
All Telecom Circles/Districts
BSNL

Subject: Suggestions received from field units regarding penetration and improvement of mobile services in rural areas.

Kindly refer to CMD D.O letter no. 27-5/2013/S&M-CM dated 10. 05. 2013, vide which action taken and suggestion for improvement of mobile services in rural areas were sought from circles. Various valuable suggestions have been received from the circles. The same has been compiled by this office. The point at which action is required to be taken by circles is given in the annexure.

You are requested to take necessary action on each and every point concerning your circle and send compliance /status report to this office within 15 days for kind information of CMD BSNL.

Kindly treat it as most urgent.


AGM(S&M,-CM)

Encl: As above.

Actionable Points for improvement and Penetration of Mobile Services in Rural Areas		
S.No.	Issue	Action to be taken
1	BTS are required to be operated 24*7 for which budget enhancement fund is needed in Fuel and Repair & Mtce head in order to gain confidence of the customer. (JKD)	CGM(JKD) for submission of concrete business proposal with in week time to concerned cell of BSNL CO.
2	Matching tariff for GPRS data services as well as voice will be offered to Rural customers in Jharkhand. (JKD)	Action to be taken by Circle
3	Steps being taken to reduce BTS fault. (WB)	Action to be taken by Circle on urgent basis.
4	Exploring the possibility of enhancing the sales through Post-Offices or Panchyat representative. (WB)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
5	Tie-up with IL&FS the Broad-Band Kisoks providers in the Rural Bengal. (WB)	Action to be taken by Circle within one month time.
6	Work in progress to appoint M/s IL&FS as SIM & recharge seller. (WB)	Action to be taken by Circle within one month time.
7	Trying to devise some promotional package for mobile connections and recharge to tap the rural market. (WB)	Action to be taken by Circle within 15 days
8	The non-availability of SIMs and recharge voucher on demand at the doorstep of customer. (WB)	Action to be taken by Circle on urgent basis.
9	More number of DSA and potential sellers are to be engaged. (WB)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
10	In rural areas 676 new rural BTS have been planned to strengthen the mobile coverage in rural uncovered pockets/areas. (HAR)	Action to be taken by Circle
11	The quality of services in rural areas have also been improved by proper maintenance of mobile Net Work in the Circle and regular Drive tests. (HAR)	Action to be taken by Circle
12	Rural distributors are being appointed.(HAR)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
13	More DSAs are also being appointed for improving the sale of BSNL Products. (HAR)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
14	Scheme of sale of free SIMs has been launched from BSNL outlets i.e. CSCs ,Melas etc. (HAR)	Action to be taken by Circle and progress report to be sent to this office on regular basis.

Actionable Points for improvement and Penetration of Mobile Services in Rural Areas		
S.No.	Issue	Action to be taken
15	Project Vijay team in SSAs is instructed to identify urban & rural retailers & then rural retailers be paid more attention to improve revenue & connections. (HAR)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
16	Efforts have been made to increase no of active retailers by Project Vijay Teams. (HAR)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
17	Regular Melas/Camps are organized in rural areas by BSNL staff to improve sales & to resolve complaints of customers on the spot. (HAR)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
18	The CAF checking and activation is being decentralized and facilitated in all franchisee areas. (HAR)	Action to be taken by Circle

Actionable Points for improvement and Penetration of Mobile Services in Rural Areas		
S.No.	Issue	Action to be taken
19	Expansion of distribution channel Franchisee, RDs and DSA/BSNL Shoppee. (PB)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
20	Arranging of Melas/Road show in rural areas where BTS loading is less. (PB)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
21	Door to Door selling by channel Management Team(CMT) members. (PB)	Action to be taken by Circle
22	MNP ratio is being improved. (PB)	Action to be taken by Circle to improve MNP ratio and monthly feedback to be sent to this office. MNP CAF commission has been extended for 3 months wef 01.07.13
23	BTS fault is being attended in time and drive test is being carried out.(PB)	Action to be taken by Circle.
24	Promotional scheme offering 50% discount ON NET calls in low traffic BTS area. (PB)	Action to be taken by Circle.
25	Presently SCAs under DIT of state Govt. are running CSCs in rural areas through VLEs.(PB)	Action to be taken by Circle.

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S.No.	Issue	Action to be taken
26	Rajasthan was the first circle where Rural Distributors (RDs) were introduced and a strong network of more than 300 RDs has been in place since then.(RAJ)	Action to be taken by Circle as per the target set by BSNL CO
27	Now more focus is given on appointing new RDs so as to make availability of BSNL products in rural areas and SSAs have been assigned targets for that. (RAJ)	Action to be taken by Circle as per the target set by BSNL CO
28	In the past, drive was done for making at-least one POS in every village of population more than 2K. About 50% have been covered so far. (RAJ)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
29	All channel partners have been directed to acquire new customers in Rural Areas and try to make available BSNL products and services in rural areas. (RAJ)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
30	A plan has been made to cover all the network covered villages with population more than 2K by distribution channel. (RAJ)	Action to be taken by Circle and prorgess report to be sent to this office on regular basis.
31	Recently a scheme has been launched to tap data potential in rural area. (RAJ)	Action to be taken by Circle and progress report to be sent to this office on regular basis.

Actionable Points for improvement and Penetration of Mobile Services in Rural Areas		
S.No.	Issue	Action to be taken
32	Trying to appoint more and more RDs and RDs are being served from nearest CSCs/exchanges. (UPE)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
33	Franchisees are also being motivated to appoint retailers in rural areas. (UPE)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
34	DSA are being appointed. (UPE)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
35	Retired employees are being appointed as DSA. (UPE)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
36	Rural Camps are being organized where SIMs given free of cost against bearing address of nearby areas. (PB)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
37	All CSCs especially in rural areas have been reiterated instruction to issue new SIMs, replace faulty/lost SIMs and recharge/top-up the mobile nos. (UPE)	Action to be taken by Circle on urgent basis.
38	SSA wise target for increasing no. of DSAs. (AP)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
39	RDs are being appointed. (AP)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
40	Conduct regular Road shows mainly in low traffic BTSs areas. (AP)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
41	BTS performance are being monitored. (AP)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
42	New GSM Pre-paid plan by name Swagatham has been introduced with plan cost of Rs. 20 with 180 days validity. (AP)	Action to be taken by Circle and progress report to be sent to this office.
43	It is planned to have 28 new sites in rural areas. (CHE)	Action to be taken by Circle in consultation with GSM(NWO-Plg)-CM.

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S.No.	Issue	Action to be taken
44	There is no Rural distributor concept followed in Chennai telephones. However in two tier concept 5 franchisees are awarded to distribute the services in rural areas. (CHE)	Action to be taken by Circle.
45	The number of FOS available to cater to the needs of retailers in SIM sales is not adequate, action is being taken to increase the No. of FOS sufficiently in the retailer network to ensure efficient service to customers of Rural areas. (CHE)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
46	Action has been already been initiated for conducting no. of road shows and permanent canvassing points at prominent places in rural areas. (CHE)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
47	200 free GSM indicators has been allotted for each franchisee so that customers can choose number according to their wish. (CHE)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
48	Village president are being contacted too promote BSNL products. (CHE)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
49	Proposal has already been mooted out to conduct weekly road shows at weekly village shandies/market places. (CHE)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
50	To use the services of Women Self Help Group functioning in Rural areas. (CHE)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
51	It has been planned to utilize the services of sales associates of Project Udaan team along with the Retail Managers of Project Vijay jointly to have regular visit to rural areas and conducting door to door campaigning at one locality in each GM area per week. (CHE)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
52	It is planned to contact the land line customers of rural areas to have mobile numbers which match with the last 4/5 digits of land line numbers. (CHE)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
53	It is already initiated and conducted road shows in BTS areas where traffic is less. (CHE)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
54	Road shows are arranged in rural areas during festival seasons. (CHE)	Action to be taken by Circle and progress report to be sent to this office on regular basis.

Actionable Points for improvement and Penetration of Mobile Services in Rural Areas		
S.No.	Issue	Action to be taken
55	GSM FWP instruments are marketed in rural areas where landline is not feasible (CHE)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
56	SSA heads have been advised to survey rural areas by SDE/JTO concerned and make our products available directly to small shop keepers. (KTK)	Action to be taken by Circle
57	Trying to make our products available in rural areas through Staff by organizing camps and Melas particularly at low traffic areas. (KTK)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
58	7000 BB connections has been given over Wimax in Panchyat Raj. (TN)	Action to be taken by Circle
59	Engineering colleges in Rural areas are being covered in phase-VII plan so that data card may be used by students. (TN)	Action to be taken by Circle.
60	Instead of BTS location in the cell information display, showing corporate customers name on charge basis has earned a revenue of Rs. 22 lacs. (TN)	Action to be taken by Circle.
61	The target of Gross GSM connection in financial year 2013-14 for Rural areas is to be increased by 10%. (CG)	Action by circle
62	The monitoring of BTS functioning on regular basis for proper upkeep. (CG)	Action by circle
63	Regular drive test is conducted for RF optimization of GSM network to resolve coverage related issues. (CG)	Action by circle
64	The related Brand visibility in Rural areas through wall painting, flex. etc.(CG)	Action to be taken by circle and progress report to be sent to this office
65	The BSNL CM product information was made available in retailer premises through posters/leaflets as done by Private Operators.(CG)	Action to be taken by circle and progress report to be sent to this office
66	Appointment of DSA & Rural Distributors in Rural area to increase availability of BSNL products in Rural areas.(CG)	Action to be taken by circle and progress report to be sent to this office
67	Regular Melas and Camps were arranged in Rural through BSNL staff and Franchisees to promote and sale BSNL products. Special drive was conducted in coverage areas of BTS having low traffic.(CG)	Action to be taken by circle and progress report to be sent to this office
68	Arrangement of camps to attend/rectify the complaints of Subscribers/customers in such Rural areas at Block HQ/remote BTS locations (CG)	Action to be taken by circle and progress report to be sent to this office

Actionable Points for improvement and Penetration of Mobile Services in Rural Areas		
S.No.	Issue	Action to be taken
69	Continuous feedback about BSNL service was obtained through proactive efforts from public figures like MPs/MLAs state Govt. officials like collectors/SPs in Districts.(CG)	Action to be taken by circle and progress report to be sent to this office
70	1986 BTS are planned in Rural areas for villages having population of 1000/2000 to be deployed in phased manner in coming times. (CG)	Action to be taken by circle and progress report to be sent to this office
71	Rural distributor are being appointed. 94 RDs have been appointed and revenue through RD is Rs. 11388983./- (GJ)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
72	DSA are being appointed. (GJ)	Action to be taken by Circle and progress report to be sent to this office on regular basis.
73	Promotional scheme of Rs. 25 paisa/minute STD for Alang area of Bhavnagar SSA for migrant workers was planned which result 840 connection & revenue of Rs. 2331542 in five months. (GJ)	Action to be taken by Circle
74	Mahakrishi plans(MKS-I & MKS-II) launched for agricultural dept for farmers to attract rural population. (MH)	Action to be taken by circle and progress report to be sent to this office