



राजेश वधवा

निदेशक (सी०एफ०ए०)

Rajesh Wadhwa

Director (CFA)

D.O. No. 64-86/09-S&M-CFA
Dated the 5th August 2010

Dear Shri
[All CGMs of Territorial Circles]

You are aware about the ambitious targets for broadband connections this year, both for revenue and connections. To achieve them, the following steps have been suggested in various discussions, besides any other initiative that you may like to take:

- Implement and increase the effectiveness of project 'Udaan'
- Generate leads and demand through
 - Bulk SMS
 - Outbound calling to dial up internet users
 - Advertisements
 - Publicity of rural schemes
 - Letters/leaflets with telephone bills
 - Scroll on local cable TV
 - FM radio
 - Road shows/*melas*
 - Contact Government Agencies
 - Contact disconnected subscribers(DNP and surrender cases)
- Increase effective sales teams in Project 'Udaan'
 - Increase the number of salesmen to those set as per norms under Project 'Udaan'
 - Make the salesman exclusive for sale activities
 - Create all names on 'Wings' software
 - Ensure that the Salesmen created on wings are in 'Active' status as defined under Project Udaan' (Information is available on line)
 - The productivity of each salesman to be greater than 25
- Liquidate the leads quickly and provide the broadband connection with 2-3 days of registration of demand. Monitor the time to provide through 'wings' and otherwise.
- Open and test for proper response the centralized Call Centre numbers '1500', '1504', 1800 424 1600, 1800 424 1601, 2121 1500, 2100 1504, as per existing instructions

- Implement incentive schemes effectively
 - Schemes under Project 'Udaan' for Salesman
 - Rural area scheme for field staff
 - Urban area schemes for field staff (where applicable)
- Launch a drive to restore disconnected subscribers. Use *Samadhan* Scheme pro-actively to settle bills and bring back the subscribers (Salesman incentive covers this also)
- Revamp CSCs and increase the timings as per Project 'Smile'.
- Review project 'Udaan' every week.

I would request you to bestow your personal attention to above points. The will also be discussed in review through video conference.

With regards,

Yours sincerely,



[RAJESH WADHWA]

Shri _____
Chief General Manager,
_____ Telecom Circle,
Bharat Sanchar Nigam Ltd.,
_____.