

NWO Cell (Fixed Access),BSNL Corporate Office,
807, Bharat Sanchar Bhawan ,Janpath, New Delhi-1
Tel No 23714148, Fax No 23734366, 23734357
Email: sanjaykumar1@bsnl.co.in



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)

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

No.: 28-4/2011-NWO/(CFA)

Dated: 02.08.2011

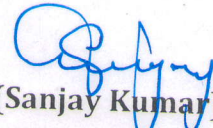
To,
The Chief General Manager
All Telecom Circles/Districts

Subject: Inviting Suggestions for Repositioning of fixedline segment

A Core Group at Corporate Office was constituted by the competent authority vide letter no. 4-3/2011-Restr dated 12-05-2011 to give suggestions for improving BSNL services, revenue and brand image. In this regard, it is observed and reported by the Core Group that

1. Fixed line revenues used to be the main source of stable revenue stream which has declined due to mobile substitution as well as tariff war going on in the sector.
2. Further, the fixed line pricing is not in line with the market which has migrated to MOU based tariff rather than MCU based one.
3. The state of the network has deteriorated over time and needs a total relook to make it in tune with the market and the customer requirements
4. Service level assurance to customer is the need of the hour.

Keeping the above in view the above, a team of officers for repositioning of fixed line network has been formed for fulfilment of operational, physical and financial objectives. In this regard, field units may send their inputs for repositioning/ revival of fixedline segment keeping in view its feasibility of implementation. The suggestions must be specific and actionable within reasonable timeframe.


(Sanjay Kumar)
DGM (NWO-II)

Copy to:

1. PGM(CP&M) BSNL CO
2. Sr.GM(NWO-CFA)/ Sr.GM(CNP-Ent) BSNL CO
3. GM (BP-CFA) / GM(TF-CM)/ GM(IS-NB) BSNL CO
4. GM(CFA)Bangalore TD, Karnataka Circle