

भारत संचार भवन, हरीश चन्द्र माथुर लेन,
जनपथ, नई दिल्ली - 110001
दूरभाष कार्यालय : +91-11-2373 4073
फैक्स : +91-11-2373 4075
ई-मेल : dirplg@bsnl.co.in
Bharat Sanchar Bhawan, H.C. Mathur Lane,
Janpath, New Delhi - 110001
Ph. : (O) +91-11-2373 4073
Fax : +91-11-2373 4075
E-mail : dirplg@bsnl.co.in



भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

राकेश कुमार अग्रवाल
निदेशक (कन्ज्यूमर मोबिलिटी)
बी.एस.एन.एल. बोर्ड

D.O. No.69-07/2008-CDMA/Vol.III/Pt.
June 13, 2012

R.K. Agarwal

Director (Consumer Mobility)
B.S.N.L. Board

Dear Shri

Brain Storming Sessions were carried out in recently held zonal meetings wherein suggestions were discussed by CGMs to arrest the decline in revenue of CDMA business. Out of all the suggestions given in these meetings, following focus areas were identified to push up the growth of CDMA connections and in turn the revenue.

i) Launch of *Pyari Jodi* scheme for CDMA in line with the one launched for GSM and landline connections.

Realizing that WLL has been provided for umbrella coverage in urban and rural areas and this can act as a back-up for landline connections, for providing more reliability, a scheme has been approved. This has been implemented in CDMA IN Platform and post-paid billing system.

All the circles should make aggressive efforts of Sales & Distribution of this scheme. You may assign reasonable targets to each SSA and monitor the same on weekly basis.

ii) Consolidation of EVDO Network to increase data usage.

Since BSNL has implemented All India data roaming of CDMA Network, it was decided that BTSs (EVDO Kit) should be shifted from less traffic areas to main cities in the circle which are having more potential for EVDO data cards sale. Necessary guidelines from BSNL C.O. have already been communicated to all the circles and city-wise analysis is being carried out by the CDMA teams of circles. Some of the circles have already sent their action plan, which has been approved by the Corporate Office. We had fixed up the target to complete this exercise by 31.5.2012. However, this target has not been achieved by many of the circles. Therefore, I once again emphasize upon circles to complete the consolidation work by June end and also make special efforts to sell EVDO cards.

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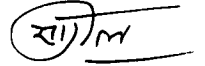
iii) Value Added Services on CDMA Network

Realizing that PRBT has been one of the key Value Added Service which earns substantial revenue for GSM connections, it was decided to launch PRBT for CDMA Network also. At present, the number of customers with PRBT are quite less in CDMA network. Same needs to be aggressively marketed. A target of at least making 10% of customers connected with PRBT should be fixed for the marketing teams.

I will appreciate a fortnightly progress report to be sent to CDMA Cell in BSNL C.O. and a weekly monitoring on the focus areas to be done at your level.

With best wishes,

Yours sincerely,



(R.K. Agarwal)

Shri
Chief General Manager,
Telecom Circle,

Copy to :

1. CMD, BSNL for kind information
2. Director (Enterprise) / Director (Finance) BSNL Board
3. Sr. GM (S&M-CM)
4. GM (VAS)
5. GM (NWP-CDMA/WIAX)

Performa (Report may be sent on 7th,14th,21st & 30 of every month)**Pyari Jodi Plan**

Circle	Total no. of working Pyari Jodi connection as on last day of last week.	No. of pyari jodi connection Added during week	Total connection as on date

Consolidation of EVDO network

Circle	Total EVDO BTS	EVDO BTS with less than 10% loading	Action taken Progress	No. of EVDO connection sold during week	Total EVDO connection

PRBT connection

Circle	No. of active PRBT customer as on last day of last week.	No. of PRBT customer added during week	Total PRBT customer as on date