



[Information Technology Cell-CFA]

No. 15-1/2013-DID/IT-CFA

Dated: 12.03.2014

To

Chief General Managers
All Telecom Circles/ Metro Districts.

Subject: Increasing the DID Business regarding.

1. This is in continuation to this office letter of even no. dated 07.11.2013 vide which the decision of Management Committee was conveyed to the field units about modification in certain commercial conditions and new tariffs in respect of DID. Subsequently clarifications have also been issued vide letters dated 14.11.2013, 22.01.2014 and 28.02.2014.
2. Corporate Office has streamlined the tariff plans for DID Franchisees keeping in view the competition in the market. Also discount /commission has been increased in respect of Voice Traffic and Broadband connections through DID Franchisee.
3. It has been requested from time to time that circles shall make all out efforts proactively to increase the business to cover the non-feasible pockets and bring back the DID franchisees who have left BSNL in the past. However, the desired results are not forthcoming.
4. CGMs of all Telecom Circles/ Metro Districts are again requested to direct the concerned officers / units of the circles to proactively pursue the matter with the prospective customers so that the DID Business increases. Feedback/suggestions, if any, to increase DID Business may be sent to this office.
5. It need not be reiterated that for bringing business from non-feasible pockets with minimum expenditure on CAPAX, the DID business is the most suitable method. Moreover, it can bring additional revenue to each district with minimum efforts. At present, we are not getting any revenue from non-feasible pockets though spare switch capacity is available.
6. It may also be noted that the new tariff plans include separate plan for BB connection through DIDs with good revenue share.
7. DID Franchisee can be introduced separately for landline connections or BB connections or combined (i.e. both landline and BB together) as per the requirement.
8. How much DID is useful can be seen from following figures of Maharashtra Circle (Figures provided by DID Franchisee's Association Maharashtra).

(i)	Total No. of subscribers (LL & BB)	= 40,000
(ii)	No. of BB connections working through DID	= 18,000
(iii)	Annual Revenue from Landline & BB connections	= 17 Crores
(iv)	No. of PRIs	= 135 + 30EIR2s
9. For adding business through DID, certain steps are required to be taken in this regard. A suggestive list of such steps is enclosed. You may modify the list as per your local requirements.
10. It may be ensured that the monthly report in the prescribed format is sent to this office regularly by 10th every month.

Encl: As above

(R.C.Arya)
Sr.GM(IT-CFA)

Copy to: Director (CFA) for kind information please.

Steps to be taken for increasing the business of DID.

- (i) Entrust the work of DID business to a designated officer in the circle and intimate the same to corporate Office.
- (ii) The said officer will collect all relevant information of circulars, tariffs, agreement etc, so that he/she can guide the field units to increase the business of DID.
- (iii) Plan marketing strategy for educating the prospective franchisees.
- (iv) Regular monitoring of activities related to DID business, getting feedback and guiding them properly to remove the bottlenecks in increasing the business.
- (v) Weekly report from SSAs in this regard to circle office
- (vi) Monthly report by circle office to Corporate Office in the prescribed Performa (copy again enclosed for ready reference).

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

Information Technology Cell - CFA

No. 15-1/2013-DID/IT-CFA

Dated: 28.11.2013

To
Chief General Managers
All Telecom Circles/ Metro Districts.

Subject: Submission of monthly progress report in respect of DID Business of BSNL, regarding.

1. This is in continuation to this office letter of even no. dated 07.11.2013 (copy enclosed) whereby the decision of Management Committee was conveyed to the field units for modification in certain commercial conditions and new tariffs in respect of DID. Subsequently certain clarifications were also issued vide this office letter of even no. dated 14.11.2013.
2. Vide aforesaid letters it was requested that all out efforts are to be made to increase the business to cover the non-feasible pockets and bring back the DID franchisees who have left BSNL in the past.
3. In this regard, it is requested that a monthly progress report in respect of DID Business of your circle may kindly be sent to this office in the following formats:

Name of the Circle _____

Report for the month _____

Sl.No.	No. of existing DID franchisees	Total no. of PRIs of BSNL working with these franchisees	No. of new applications for DID franchiseeship received during the month	No. of DID franchiseeship applications materialized and no. of PRIs provided during the month	No. of DID franchiseeship applications pending for more than 30 days

Sl.No.	No. of existing Broadband franchisees	Total no. of Broadband connections of BSNL working with these franchisees	No. of new applications for Broadband franchiseeship received during the month	No. of Broadband franchiseeship applications materialized and no. of PRIs provided during the month	No. of Broadband franchiseeship applications pending for more than 30 days

4. The first such report shall reach this office by 13th December 2013 and subsequently by 10th of every month. In case there are no DID franchisees in the circle and also no new applications of DID Franchisees are pending with the circle, 'Nil' report may be sent to this office.
5. This issues with approval of Sr.GM(IT-CFA) BSNL CO.

(Prem Chand)
AGM(IT-CFA)