

Sales & Marketing-Consumer Mobility
BSNL Corporate Office,
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No. 9-11/2010-P&P(Vijay)

Dated: 22/04/ 2013

To,

All CGMs,
North Zone Circles
BSNL.

Subject:- Judging the non-performers.

Ministry of Communication and IT, Department of Telecom. vide their letter No 10-11/2012-SU-I, dated 16.04.2013 has issued the criteria for judging the non-performers in BSNL during the quarterly review of revenue performance by Hon'ble Minister of Communications. The criteria is enclosed herewith. In this connection it is intimated that these parameters needs to be revaluated SSA wise treating the SSA as private center. These data to be compiled on month to month basis and sent through email to project.vijay.pmo@gmail.com .Data in respect of the last FY may please be compiled and sent to this office by 23rd evening for the review proposed on 25th of April, 2013. While evaluating the increase in the mobile market share in SSA as enumerated at Sl.No.2(a) SSAs may submit the increase/decrease of gross mobile connection given by the SSAs over the previous FY.

(Upendra Bakolia)
Addl.GM(S&M-CM)

Encl.: As above.

Criteria for Judging the Non Performers

S.No.	Parameters	Weightage	Total Weightage
1	Increase in Profitability of the SSA considering each SSA as a profit centre	50%	50%
2.a.	Increase in mobile market share(increase in Gross mobile connections of the SSA)	8%	25%
2.b.	Percentage increase in Fixed Lines	8%	
2.c.	Increase in Broadband Revenue as percentage of total revenue.	7%	
3	Quality of service		
3.a.	Call setup success rate > and = 97%	6%	25%
3.b.	Call drop rate < and = 2%	6%	
3.c.	BTS accumulated down time < and = 2%	6%	
3.d.	Percentage fault repair by next working day (Landline)> and = 90%	7%	
	Total	100%	100%