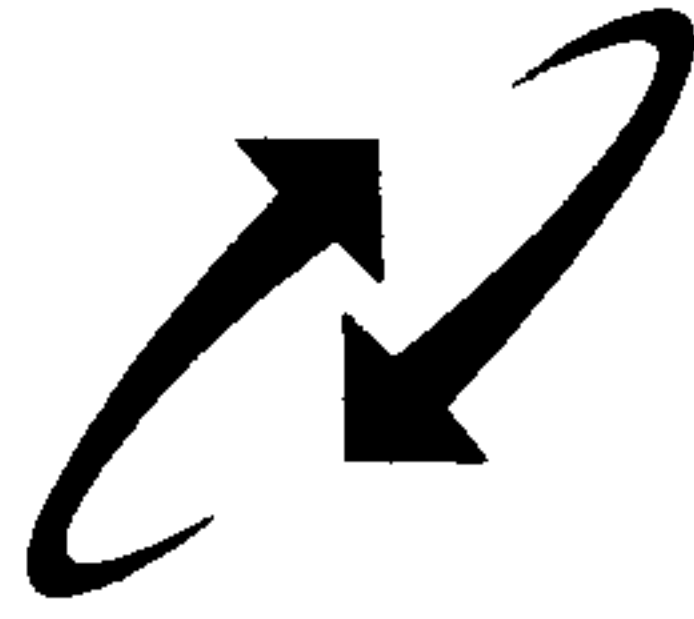


भारत संचार भवन, हरीश चन्द्र माथुर लेन,
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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

राकेश कुमार अग्रवाल

निदेशक (कन्ज्यूमर मोबिलिटी)

बी.एस.एन.एल. बोर्ड

No.53-87/2010-CMTS (M/R)

October 5, 2012

R. K. Agarwal

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

Dear Shri

As you are aware that management has given maximum focus to increase revenue from data usage from existing mobile network. As part of this, full attention has to be paid by the field units for utilizing both 2G and 3G networks. A large number of data cards of various speeds viz. 3.6 Mbps / 7.2 Mbps and 14.4 Mbps have been supplied to the field units as given in Annexure-I. Recently as part of festive offer, attractive discounts have been offered on 3.6 Mbps and 7.2 Mbps speed data cards. It was also emphasized upon all circles to make all out efforts to publicize the same through available means and increase the sale of data cards.

From the figures of data cards sold in the last month, I find that the performance is not at all satisfactory. I would once again urge upon the circles to give focus on sale of 3G data cards and also monitor the consumption of data vouchers. It is also emphasized that CGMs should monitor on daily basis as to how much data has flowed through the network. This will help in monitoring the pulse of the network as well as spur the field units for initiating action for increasing data usage.

An action plan in this regard may please be prepared and sent to me within 15 day's time.

With best wishes,

Yours sincerely,

Encl : a/a

(R.K. Agarwal)

Shri
Chief General Manager,
Telecom Circle / Telecom District

Copy to : Sr. GM (S&M-CM) / Sr.GM (NWP-GSM-II) to monitor

Sale & Availability report of 3G Data cards for the m/o August,2012

S.No.	circle	Total No of 3G Data Cards				Total No of 3G Data Cards Sold				No of 3G Data Cards Available					
		Received								with Circle					
		3.6 Mbps	7.2 Mbps	PCMCIA	14.4 Mbps	3.6 Mbps	7.2 Mbps	PCMCIA	14.4 Mbps	3.6 Mbps	7.2 Mbps	PCMCIA	14.4 Mbps		
1	A & N	2250	400	100	0	2230	400	53	0	20	0	47	0		
2	AP	32550	12197	400	5985	24941	7942	0	1513	7609	4255	400	4472		
3	Assam	7600	1250	50	0	1820	278	0	0	5780	972	50	0		
4	Bihar	13800	3500	1000	1000	5608	1461	4	27	8192	2039	996	973		
5	Kol TD*														
6	CHTD	26500	1750	150	1056	13806	1750	1	14	12694	0	149	1042		
7	CHG	12598	6562	295	0	6978	4907	275	0	5620	1655	20	0		
8	GJ	35700	8725	400	500	21840	4205	0	152	13860	4520	400	348		
9	HR	13800	7150	500	2500	9611	2315	0	17	4189	4835	500	2483		
10	HP	8100	5375	0	1672	7278	1954	0	415	822	3421	0	1257		
11	J & K	1400	175	150	1000	155	0	0	0	1245	175	150	1000		
12	JKD	7200	3488	300	5000	3238	472	15	143	3962	3016	285	4857		
13	KTk	31100	15075	400	2228	20935	9233	55	597	10165	5842	345	1631		
14	Kerala	19600	2000	200	10000	18044	1967	4	4268	1556	33	196	5732		
15	MP*														
16	MH	80990	7897	0	4315	45147	7027	0	657	35843	870	0	3658		
17	NE-I	4630	805	50	0	1195	165	0	0	3435	640	50	0		
18	NE-II	4283	1950	50	0	2306	509	0	0	1977	1441	50	0		
19	Orissa	16300	2600	700	1000	14538	641	0	89	1762	1959	700	911		
20	Punjab	11600	2900	600	4000	6503	2227	104	74	5097	673	496	3926		
21	RJ	11100	12345	800	4000	10225	4930	0	536	875	7415	800	3464		
22	TN	25794	3800	400	1000	24416	3800	5	975	1378	0	395	25		
23	UP E	15475	2940	0	0	7490	1850	0	0	7985	1090	0	0		
24	UP W*														
25	UAL	3502	809	300	100	2953	395	0	0	549	414	300	100		
26	W.B.*														
	Total	385872	103693	6845	45356	251257	58428	516	9477	134615	45265	6329	35879		
	G. Total	541766				319678				222088					

*Note- Report not received despite of repeated pursuance.