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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

**BHARAT SANCHAR NIGAM LIMITED**

(A Government of India Enterprise)

**अवध नारायण राय**

निदेशक (एच.आर.)

बी.एस.एन.एल. बोर्ड

**A.N. Rai**

Director (H.R.)

B.S.N.L. Board

**DO No. 16-1/2014-Trg**

**17<sup>th</sup> April, 2014**

**Dear CGM**

With great pleasure and expectation, I am writing to your good office with respect to one of our very successful learning products under the brand BSNL Learning in the market in the last three years – **Vocational Training to Engineering students**.

It may be appreciated that during FY 13-14 this initiative has yielded very positive response with some 1,09,620 students getting trained across the country earning revenue of some Rs.27Cr. In summary, during the FY 13-14, Rs.17.92 Cr. were earned by training provided in the training centers and Rs. 9.28 Cr. were earned by training provided in the SSAs. Circle wise and Training Center wise details are enclosed at in the **Annexure I & II**. The target to earn significant revenue has been achieved due to the more focused efforts / dedicated contribution of Circles / Training Centers / SSAs /Field units.

Another innovative scheme 'EETP' in the form of a joint initiative between AICTE and BSNL was also introduced during 2013-14, which spanned 17 training centers and 9 other cities. A total of 7,555 engineering students got connected with our facilities during last year, yielding a revenue of approximate Rs.8.4 Cr (including S.T.). This initiative was centrally implemented and monitored through BRBRAITT, Jabalpur and supported by other BSNL TPs for which BSNL has received due recognition and appreciation from various quarters.

Approximately, though the peak seasons for Vocational Training were the summer months, the product continued yielding revenue all around the year. Based on the annual revenue figures as in the Annexure I & II, I would like to extend my appreciation as below:

**CIRCLES (Performance of FY 13-14 in Vocational Training)**

- Excellent performer:** TN & MP Circles with revenue more than Rs. 1 Cr.
- Very Good Performers:** AP, UP(E) and Kerala circle with revenue between Rs. 50 to 99 lakhs
- Good Performers:** UP(W), PB, MH, RJ & JKD circles with revenue between Rs. 30 to 49 lakhs

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पंजीकृत एवं निगमित कार्यालय : भारत संचार भवन, हरीश चन्द्र माथुर लेन, जनपथ, नई दिल्ली-110001

Regd. & Corporate Office : Bharat Sanchar Bhawan, H.C. Mathur Lane, Janpath, New Delhi-110 001

Website : www.bsnl.in

### **TRAINING CENTERS (Performance of FY 13-14 including infra sharing )**

- a. **Excellent performer:** RGM TTC Chennai and RTTC Hyderabad, with revenue more than Rs.2 Cr.
- b. **Very Good Performers:** RTTC Trivandrum and ALTTC Ghaziabad, with revenue between Rs.1 Cr. to 1.99 Cr.
- c. **Good Performers** BRBRAITT Jabalpur, NSCBTTC Kalyani, RTTC Lucknow, RTTC Bhubaneshwar, RTTC Mysore, RTTC Nagpur, CTTC Kolkata, RTTC Rajpura, RTTC Ahmedabad, ARTTC Ranchi, RTTC Chennai and CTTC Patna with revenue between Rs. 40 to 99 lakhs

All the Principals/faculty of training centers and staff in various SSAs/Field units involved in above achievements need to be motivated with suitable appreciation through their SSA Heads/CGMs.

In this year, it is expected that, BSNL as an established provider of vocational training, with aggressive target setting, intensive marketing, focused approach and quality product delivery, shall be able to surpass its previous achievements.

As was last year, all CGMs are requested to fix the targets for the SSAs under their control and communicate them to training cell in the format attached at **Annexure-III** by **28.04.2014** by e-mail [co.trainingcell@gmail.com](mailto:co.trainingcell@gmail.com). **GM (HR/Admin) or any other SAG rank officer nominated by CGM at Circle Office is to be designated during FY 14-15 as the Nodal Officer, who shall project/manage the entire exercise. The contact details of same may also be communicated to training cell in the same format.**

The following may be taken into account during target setting / marketing exercise:

- a) On the basis of the trend analysis/averages, it is projected that the revenue earning potential of various states from summer training in the peak summer months of April – August 2014 could be fixed as below:

<b>Sl. No.</b>	<b>NO. of Engineering Colleges in the state</b>	<b>Approx. Potential Revenue (Rs.)</b>
1	150 and above	1.5 crores and above
2	100-150	1.0 crores and above
3	Around 100	70 lakhs and above

- b) On an average, 25-30 students (2<sup>nd</sup> year and 3<sup>rd</sup> year) per college can be successfully attracted for a 3 to 6 weeks training, during the initial phase.
- c) The marketing/promotional activities (pamphlets and SMSs) should touch around 150-200 students per college.
- d) Facilities for walk-in registration should be setup and suitable sales staff deputed to make the experience of our customers (students) smooth. Further, advertisement may be displayed on the Circle/SSA websites.
- e) Students should be encouraged to take up training for at least 3 to 4 weeks in line with the standard/recommended course schedule that clearly has value-add sessions in every week. The one week training program which was provided at some places is more of a technical field tour rather than an appropriate program fitting in to such summer based curriculum. Such 1 week programs can be easily taken by students anytime during the rest of the year.

With respect to the over all strategy that your circle/good office shall frame for the vocational training drive for the current year, I would like to bring to your notice that:

1. Further with respect to the **training centers** under your jurisdiction, vide BSNL CO letter no: 21-1/2010-Trg date: 31.05.2011(Copy enclosed), 3% of the revenue generated through Vocational Training in year 13-14 may be made available for marketing activity.
  - a. The APEX level training centers need to project the requirement of above funds to Corporate Marketing cell of BSNL CO through Training Cell of BSNL CO.
  - b. Other training centers needs to project these funds through their respective circles. Circles are requested to include these funds under "business promotion and marketing" while projecting their funds to Corporate Marketing cell of BSNL CO.
2. Data of registrations should be duly entered in the CTMS portal for speedy monitoring by your administration and this office.
3. Assistance from your respective training centers should be solicited at your convenience to make the delivery effective, homogeneous and value oriented for the students, at the field/SSA level.
4. During FY 13-14, the participation of SSAs/Field units in Bihar, Odisha and West Bengal is very low as compared to other circles, and hence it is suggested to start vocational/summer training in all SSAs.
5. Non-territorial circles may also make efforts to venture into the Vocational Training domain. Nodal Officers may be appointed and details of training may be entered into CTMS.
6. For reference purposes, the guidelines issued vide letter no. 16-1/2009-Trg dated 15<sup>th</sup> April 2010 which are available on Intranet, may please be seen.

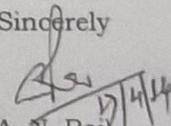
This year, I urge you to drive this exercise aggressively as it has huge potential to earn significant revenue for BSNL in a very short term. I see this as an unlocking of a powerful revenue stream of BSNL, whereby our infrastructure countrywide can be judiciously utilized to earn alternate revenue streams that too with low capital investments.

**I hope that all Circles and Training Centers will perform in the EXCELLENT category this year.** Therefore, I request all CGMs to take note of this expectation and devise an overall strategy accordingly.

This office may please be contacted for any support/guidance/clarification in the matter.

With Regards

Yours Sincerely

  
(A. N. Rai)

**To:** CGM, Territorial Circles/Training Centers.

**Enclosure:** As above

**Copy To:** GM (Corporate Marketing), BSNL CO, ND

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## Annexure – I

### Circle wise Summer/Vocational Training to Engineering Students - Targets & Achievement for FY 13-14

(as per CTMS report taken on 4th April 2014)

Sl. No.	Circle	No. of SSAs in Circle	Targets conveyed by Circles for FY 13-14				Achievement		
			No. of SSAs (+ other field units)	No. of Eng. Colleges	No. of Student Targeted	Revenue Target (Rs. In Cr.)	No. of SSAs (+ other field units)	No. of Trainees	Revenue (Rs. In Cr.)
1	TAMILNADU	17	17	359	26925	2.690	17	15836	1.94
2	MP	34	36	Not informed		2.210	33	2421	1.077
3	AP	22	21	700	7650	3.438	22	1942	0.898
4	UP EAST	31	31	300	4960	2.184	30	1981	0.866
5	KERALA	11	10	130	2400	1.030	9	3241	0.817
6	UP WEST	18	18	200	4550	1.260	18	937	0.43
7	PUNJAB	11	11	90	1926	0.770	11	912	0.424
8	MAHARASHTRA	32	34	150	3950	1.580	16	2538	0.381
9	RAJASTHAN	24	24	126	2750	1.236	23	804	0.381
10	JHARKHAND	6	6	30	1275	0.560	6	692	0.306
11	HP	6	9	50	1474	0.590	7	583	0.265
12	HARYANA	9	9	150	3820	1.500	8	452	0.261
13	CHHATISGARH	7	6		1550	0.620	5	591	0.259
14	BIHAR	19	21	114	3207	1.377	4	512	0.231
15	J&K	5	5	9	630	0.330	4	412	0.194
16	KARNATAKA	20	19		25200	1.250	11	1649	0.166
17	UTTARANCHAL	6	7	68	575	0.230	4	235	0.105
18	GUJARAT	17	20	92	930	0.258	15	535	0.101
19	NORTH EAST I	3	3	3	100	0.035	2	246	0.079
20	ASSAM	7	8	16	380	0.109	6	184	0.065
21	WEST BENGAL	14	14	80	540	0.069	1	42	0.019
22	NORTH EAST II	3	3	2	20	0.005	2	65	0.018
23	ODISHA	12	5	95	400	0.240	2	52	0.0032
24	A&N	1	1	1	100	0.010	1	73	0.0015
25	CHENAI TD	2	2	125	11000	0.700	Conducted in RTTC/DTTC Chennai & CTTC Kolkata		
26	KOLKATA TD	1	1	70	1000	0.600			
<b>Total:</b>		<b>338</b>	<b>341</b>	<b>2960</b>	<b>107312</b>	<b>24.8810975</b>	<b>257</b>	<b>36935</b>	<b>9.2877</b>

## Annexure - II

### Training Center's Training Target & achievement for FY 2013-14 (As per the CTMS report taken on 4th April 2014)

Sl. No.	Training Center		Revenue Target FY 13-14 (Rs. In Cr.)	Training		Infra Sharing.		Total Trg. Target Achievement*	
				Amount (Rs. In Cr.)	No. of Trainees	Amount (Rs. In Cr.)	No. of trainees	Total Amount (Rs. In Cr.)	No. of Trainees
1	RGMTTC	Chennai	2	2.873	18388	0.260	347	3.133	18108
2	RTTC	Hyderabad	2	1.765	5739	0.550	247	2.315	5456
3	RTTC	Trivandrum	1.5	1.218	4027	0.730	3638	1.948	3727
4	ALTTC	Ghaziabad	4	1.645	1533	0.320	94	1.965	1533
5	BRBRAITT	Jabalpur	1.5	0.568	1483	0.330	9	0.898	1183
6	NSCBTTC	Kalyani	1.05	0.655	1366	0.090	903	0.745	1366
7	RTTC	Lucknow	1	0.269	437	0.350	0	0.619	437
8	RTTC	Bhubaneshwar	0.6	0.549	1516	0.048	66	0.597	1216
9	RTTC	Mysore	1	0.193	4194	0.360	5662	0.553	4194
10	RTTC	Nagpur	1	0.502	1945	0.051	1	0.553	1657
11	CTTC	Kolkata	0.7	0.526	594	0.015	206	0.541	594
12	RTTC	Rajpura	1	0.488	2378	0.019	3	0.507	2107
13	RTTC	Ahmedabad	1.1	0.470	7459	0.029	276	0.499	7459
14	ARTTC	Ranchi	0.6	0.459	690	0.015	490	0.474	690
15	RTTC	Chennai	0.6	0.416	11759	0.020	781	0.436	11479
16	CTTC	Patna	0.4	0.395	682	0.000	0	0.395	682
17	NATFM **	Hyderabad	0.4	0.268	427	0.110	296	0.378	427
18	RTTC	Pune	0.35	0.293	4467	0.000	1	0.293	4167
19	CTTC	Indore	0.3	0.239	1104	0.003	43	0.242	804
20	DTTC	Bangalore	0.4	0.197	728	0.000	0	0.197	728
21	DTTC	Chennai	0.2	0.193	2824	0.000	0	0.193	2824
22	RTTC	Jaipur	0.4	0.118	295	0.050	9062	0.168	295
23	RTTC	Guwahati (Including CTTC)	0.35	0.101	244	0.000	0	0.101	244
24	CTTC	Nasik	0.25	0.058	1293	0.000	0	0.058	1023
25	CTTC	Jammu	0.1	0.028	162	0.000	0	0.028	162
26	CTTC	Kurukshetra	0.15	0.028	43	0.000	0	0.028	43
27	CTTC	Sundernagar	0.1	0.028	38	0.000	0	0.028	38
28	CTTC	Lucknow	0.1	0.019	26	0.000	0	0.019	26
29	CTTC	Hapur (Meerut)	0.1	0.011	16	0.000	0	0.011	16
30	CTTC	Shillong	0.05	0.000	0	0.000	0	0.000	0
		<b>Total</b>	<b>23.3</b>	<b>14.5715</b>	<b>75857</b>	<b>3.3505</b>	<b>22125</b>	<b>17.922</b>	<b>72685</b>

\* Excluding BSNL-AICTE EETP achievements (as on date invoices are pending for payment with AICTE)

\*\* Revenue earned for UoH - BSNL PG course by NATFM, is to be distributed among University of Hyderabad, RTTC Hyd. and NATFM.

## Annexure-III

**A.** Name of Circle:

**B.** Details of Nodal Officer

Name:

Designation:

Contact No a) Landline:

b) Mob:

c) E-mail ID:

**C.** Detail of Marketing Plan/Activity

<b>S. No.</b>	<b>Activity</b>	<b>Approximate No. of Engineering Colleges</b>	<b>No. of Colleges to be Targeted</b>	<b>No. of Students to be Contacted</b>
1				
2				
..				

**D.** Details of Revenue/No. of Students targeted:

<b>S. No.</b>	<b>Name of SSA (or) Field Unit</b>	<b>No. of Students targeted</b>	<b>Revenue Targeted</b>
1			
2			
..			
..			
Total			

The above information may please be e-mailed to [co.trainingcell@gmail.com](mailto:co.trainingcell@gmail.com)



BHARAT SANCHAR NIGAM LTD.

# Bharat Sanchar Nigam Limited

(A Government of India Enterprise)

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No: 20-1/2010-Trg

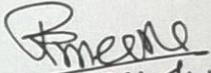
Dated: 31.05.2011

To

All CGMs,

Sub: Marketing Fund for Training Centers for the year 2011-12.

1. This is with respect to the allotment of marketing fund to the training centers for the purpose of launch of commercial learning products in the external market for revenue generation in the current year.
2. The issue has been deliberated here in Corporate Office. I am directed to inform that as a general directive the training centers may be considered for allotment of a marketing fund in the current year, the amount of which shall be limited to 3% of the revenue earned by the respective training centre in the previous year 2010-11.

  
AGM (Trg) 31/5/11

Copy to:

All Principals, RTTCs