



मोहम्मद अशराफ खान आई.टी.एस.  
मुख्य महाप्रबंधक  
MOHAMMED ASHRAF KHAN ITS  
Chief General Manager

**No. CGM/TNC/OF/2014**

**11/3/2014**

Dear

SSAs were asked to double their revenue in February and March 2014. But it is seen that none of the SSAs have done it in February. I hope all the SSAs will double it in the month of March. The following actions may be taken:

- 1) C-top-up may be given to executives, as has been done in Karnataka Circle, which will fetch some revenue increase.
- 2) Post Offices do exist in each and every village whereas our retailers are not available in every village. So, Post Offices may be given recharge coupons as DSAs. Or else, petty shops may be given recharge coupons as DSAs in rural areas so that BSNL recharge coupons are made available in each and every village. Non-availability of recharge coupons is the main reason for decrease in BSNL mobile connections in rural areas.
- 3) On the IP side, BTSs which do not generate revenue even for the rent paid should be closed, or they may be shifted to other places which can bring some revenue increase.
- 4) It is observed that on Sundays there is dip in mobile calls. Hence some special package for Sundays may be introduced so as to increase the revenue.
- 5) Small size DSLAMs may be shifted from rural places to urban localities to be utilized by fixing them in BTS equipment.
- 6) Nano-SIM cutters and Micro-SIM cutters must be made available in each and every CSC.

With best wishes,

Yours sincerely,

(MOHAMMED ASHRAF KHAN)

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(All Heads of SSAs)

Copy ::: GM (NWO-CM) Trichy/CBT – Sr. GM (NWP-CM) Chennai