



ALL INDIA GRADUATE ENGINEERS & TELECOM OFFICERS ASSOCIATION

TAMILNADU TELECOM CIRCLE

(An Association of DR Graduate Engineers/Account Officers of BSNL)

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Ref No: AIGETOATN/Circle Office Correspondence /

dated: 06th August 2015

To
The Chief General Manager,
Tamilnadu Circle,
Bharat Sanchar Nigam Limited,
Chennai – 600 006.

Sub:- Increasing the Revenue of BSNL in TN Circle - Reg

Respected Madam,

We would like to draw your kind attention towards above cited subject and request you to consider the following suggestions in this regard:-

Sales & Marketing:-

- 1) Implementation of Rural Distributors to penetrate much into Rural India as per the CM Sales and Distribution Policy – 2012 w.e.f 01.07.2012 and Part IV of that policy states the Rural Distributor Policy as that ***“Rural Distributors are individuals having direct agreement with BSNL. Rural Distributors will be responsible for selling of all BSNL Products and Services in Rural BTS areas through retailers. Rural Distributor will be served either by concerned franchisee or BSNL directly”***. (Enclosed Annexure).
- 2) As the Sunday the Voice network of GSM is underutilized, hence to improve the Sunday traffic - Sunday Voice Plans ex: 50% Tariff reduction may be introduced.
- 3) Introduction of Unlimited Whatsapp/ facebook @ 64 Kbps or at GPRS/EDGE Speed.
- 4) Intensification of Low Denomination Rs. 10/-, Rs.20/-, etc Paper Vouchers (RCV) for Voice and Data which is popular in other South Zone BSNL circles such as Andhra Pradesh, Karnataka and Kerala. At Present only C-TOP is available for low denomination in TN circle which is difficult for marketing them in petty shops in rural areas.
- 5) Introduction of Unlimited Prepaid Data plan 2G/3G i.e. speed reduction after Data limit ex:10 GB.
- 6) Introduction of Prepaid Data STV recharge option for Postpaid Numbers and also introduction of Prepaid ISD Voice STV option for Postpaid Numbers.
- 7) Introduction of Postpaid and Prepaid CUG for the Public. For example Postpaid CUG executives and Prepaid Non-executives of BSNL plan may be made for public and it may be popularized for TNEB, other PSUs, etc.

- 8) Volunteer DSA introduced for Executives may be intensified and the same can be extended to the CMTS executives and Non-executives of SSAs. The Volunteer DSA may operate like Recoupment of Cash Imprest for three months with minimum credit of Rs. 2000/-. Rural Exchange Non-executives may be provided with C-Top up SIM so as to recharge and pay Post paid Bills.
- 9) Introduction of One Employee – One Service – One Month. Each employee has to acquire one service one month.
- 10) Intensify marketing of landline CUG for Corporate customers, PSU, etc located across various SSAs.
- 11) Free Calls may be increased for Landline Service during day time. As the Rental Income is more than the Usage Income, there will not be loss in increasing of free calls and the surrender of Landline calls will be reduced.

Operations:

- 1) In order to increase BTS uptime, outsourcing Engine Alternator and Air conditioner for operational maintenance of Engine Alternator and Air conditioner. As a pilot project it may be implemented in selective SSAs.
- 2) Intensify Broadband @ BTS Shelter.
- 3) Introduction of Over head Fibre from BTS to nearest Sub premises as Over head Fibre was largely utilized by the Cable Operators and other Private Operators in the Tamilnadu Cities and Towns free of cost with less maintenance compare to UG OFC in Town limit.
- 4) On introduction of Over head Fibre from BTS FTTH penetration may be intensified to Technically Not feasible areas. Intensification of FTTH to Apartments, Commercial Buildings, etc.
- 5) Intensification of FTTH and wi-fi in Universities/college campus through suitable partnership programs. There are around more than 500 engineering colleges with more than 5 lakh students in TamilNadu. This market may be targeted for SIM connection along with wi-fi available at the colleges and introducing special plans for college students.
- 6) Introduction of maintenance of LAN/WAN Network of Customers such as Colleges, Universities, Banks, corporate customers, etc through suitable partnership programs with Private Business partners.
- 7) Executives and Non Executives (excluding outdoor staff) should be assigned exclusively the task of monitoring Repeat Faults and Long Pending Faults daily and Coordinate with the concerned outdoor staff for the rectification and special care may be given for corporate customers.

Thanking You,

Yours sincerely,
Sd/..
Circle Secretary
AIGETOA TN Circle

Copy to:

1. Joint Secretary (South) for information please.

Annexure:-

The extract from Rural Distributor Policy 2012:-

Policy framework of Rural Distributors (RDs)

Rural distributors will cater to rural area covered by approximately 5 BTSs. Engagement of these distributors will be through a committee constituted by the SSA Head. The committee will recommend suitable persons/agency from amongst working FMCG distributors/retail shop OR any other suitable person of the area. Based on recommendation of committee, RDs will be selected by the SSA Head.

Concept of Rural distributors:

- Rural distributors may work on non-exclusive basis i.e., they may sell competitors' products.
- Rural distributors will be assigned an exclusive area of 4-5 BTS sites within one franchisee territory such that they handle total turnover of approximately Rs.5 Lakhs/Month.
- The territory of Rural Distributor should be designed in such a manner that maximum distance to be served by Rural Distributor is less than 15 km.
- Rural distributors must be residents of one of the villages of the area which they are serving so that they have good knowledge of local conditions and local market. They are able to push the product deep into the market due to their personal relations with local people.
- Rural distributors directly serve the retailers and they do not have any employee(s). They will primarily be served by existing franchisee of that area. In case, the franchisee fails to serve, the RD will be served by BSNL directly.
- Retailer/POS in the area of RD will be managed by Rural Distributors and franchisee will have no direct role to play in that area.