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**भारत संचार निगम लिमिटेड**

( भारत सरकार का उपक्रम )

**BHARAT SANCHAR NIGAM LIMITED**

(A Govt. of India Enterprise)

गौतम चक्रवर्ती

मुख्य महाप्रबंधक

**Gautam Chakravarty**

Chief General Manager

D.O. No. CGM/MISC/VIII/2013

Date : December 16, 2013

Dear Sri Sahoo,

I am requesting for a slice of your time to take a close look into the issue of assessing and identifying our, that is, CTD's, position particularly with reference to the achievement of a limited, ambitious to the least and simple objective of earning higher revenue in 2013-14 compared to the year 2012-13.

The target for earning revenue (in Crore of Rupees), that is ABF, during 2013-14 that has been set by BSNL C.O for CTD is like the following.

CM			CFA				EB	New Business			TOTAL
GSM	CDMA	Total	Basic+	Broadband	IUC	Total		Tower leasing	Real estate & ors.	Total	
182.94	7.32	190.26	347.58	193.74	67.47	608.79	141.97	0.48	2.93	3.41	943.93

Revenue achievement of CTD during 2012-13 is like the following.

CM			CFA				EB	TOTAL
GSM	CDMA	Total	Basic+	Broadband	IUC	Total		
140.2820	6.0150	146.2970	272.6363	149.2635	54.8548	476.7546	64.0670	687.1186

The target that has been set for 2013-14 is 37% higher than the achievement of 2012-13 and, therefore, is a difficult one.

BSNL C.O. monitors the revenue achievement of each circle every month and issues suitable encouragement or admonition depending upon the performance. At this point of time I would like to bring it to your kind notice that the yardstick for evaluation of revenue performance is not the target that has been set but the revenue achievement during the same period of the previous year, be it month to month or quarter to quarter or some other time period. The achievement is considered to be positive if the revenue for a period this year is higher than that during the same period last year. It may simply be put this way - revenue target is the full mark whereas last year's revenue achievement is the pass mark.

Let us take a look at ourselves against the above mentioned yardstick.

CTD's total revenue in the first quarter of 2013-14 has been 18% lower than that in the first quarter of 2012-13.

The status of the period Apr'13 to Nov'13 is like the following

Revenue in Cr of Rs. Apr'12 to Nov'12	Revenue in Cr of Rs. Apr'13 to Nov'13	Comparison
444.6370	439.9924	Lower than last year by 1.04%

After 8 months of the financial year is over we are yet to secure the pass mark. Our revenue performance had fallen short of the pass mark in 2012-13 because of earning lesser revenue compared to 2011-12. So this year our job is even easier compared to last year provided we want to accomplish it.

It is also worth taking note of the fact that the circles of Eastern Zone like Orissa, Bihar, Assam, NE-II are scoring positive by the same yardstick since beginning of the year. Performance of the circles of other zones is not being referred to for obvious reason.

There is no denial of the fact that there many constraints like acute shortage of cash flow, non-availability of broadband modems, life expired batteries, damages to OFC and PIJF cables in multiple locations in quick succession etc. which make the job of earning higher revenue difficult. It is also a fact that all the circles operate under more or less same severity of these constraints. Cash flow is the most severe problem that affects all circles. All the circles have been allotted fund for replacement of life expired batteries far less than the amount requisitioned in very conservative manner. Batteries, even though lesser than requirement, are being available after a long interval. Cable damage by external agencies is also a common phenomenon. Over and above these some circles are deeply affected by non-availability of commercial power, natural calamity, law and order problems etc. Most of the circles of EZ are scoring positive in spite of all these constraints and are receiving due appreciation.

Ours is the metro district in EZ and Kolkata is the only metro city in this zone. CTD has got a glorious tradition of leading not only the eastern zone circles but also the entire country in different aspects of telecom development. As the first step to regain our natural leadership we must score positive this year. We must get rid of the stigma of negative performing circle this year. We must succeed and regain self respect.

We have to cover the gap of Rs.5.6 Cr. within February, 2013. It is very humble objective that we have set for ourselves. How do we do that?

First, we accept that we must succeed in spite of all difficulties and focus our attention in that direction.

All of us will put extra-ordinary effort to achieve the objective within the available time period.

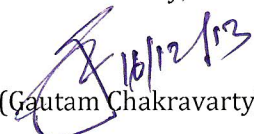
We increase our revenue by selling our services to an increasing customer base. Average revenue per user in the month of Oct'13 has been Rs.254 for LL and Rs.664 for BB in CTD. Since migration to CDR B&CCS billing of a connection starts as soon as it is provisioned. Pace of growth of our revenue will follow the speed at which we provide the new connections – LL and BB. Particularly a BB connection gives more than 2.5 times revenue compared to only landline. Therefore, from now onwards we must ensure with all sincerity provisioning of new connections, BB & LL , within 7 days of booking. Once we ensure provisioning within 7 days the improved experience of customer in all likelihood will generate more demands.

It is of course true that there are other equally important areas of work which must receive due attention. I would only like to emphasise upon focussing our attention to the enhanced pace of acquisition of customers which will give us the required revenue to succeed, even though in the limited sense of the word, this financial year and regain the much needed self- confidence to provide leadership to this zone.

I sincerely believe that we shall all be able to come together and make our success a certainty. I am seeking your help in our effort to communicate our status and resolve to all our employee friends so that we can make conscious efforts to achieve the much needed success.

With regards,

Yours sincerely,

  
(Gautam Chakravarty)

Sri D K Sahoo  
Circle Secretary  
AIGETOA  
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