

## Office of the Minister of Communications and Information Technology

The review of the financial performance (TR) of BSNL for the quarter ending June, 2011 and month ending July, 2011 presents a dismal picture of the efforts given by BSNL Officers to achieve the target revenue growth rate of 25%. The analysis of data reveals:

- 1. The growth rate for quarter ending June, 2011 is only 3.8% and for the month ending July, 2011 is less than 1%, against the target of 25%.
- 2. For the month of July, 2011 the West Zone has registered a negative growth rate of 3.21%, which is a cause of serious concern.
- 3. The performance of Utiar Pradesh (East) (13.48%), Maharashtra (10.07%), Madhya Pradesh (8.74%), Andhra Pradesh (8.09%), Haryana (6.76%), Tamil Nadu (3.46%) and Uttarakhand (1.85%), Circles has improved for the month of July, 2011. Sustainability of their growth and progression to achieve 25%
- 4. Assam (-1.75%), Jharkhand (-2.73%), Karnataka (-2.98%), Chhattisgarh (-6.02%), Kolkata Telephones (-8.68%), West Bengal (-12.23%), Himachal Pradesh (-14.63%), Bihar (-18.49%) and Gujarat (-26.48%), have registered a negative growth rate in the month of July, 2011 and needs detailed investigation by concerned zonal Directors. Non-performing senior officers (i.e., CGMs & GMs) needs to be identified responsible for this negative growth.

Sec(T) at his end may also comprehensively review the performance of various zones and complete the exercise by 25th August, 2011 with concerned Zonal Directors on

- a) Circle wise performance analysis on specific reasons for performance/ non-
- Explanation of Directors holding charge of East Zone and West Zone for a dip
- c) Mandatory identification of 15% non-performers (CGMs, PGMs & GMs) which are required to be transferred out and placed in non-sensitive and nonmetro parking lots, for improving the Circle performance in the next quarter.
- CGM wise action plan for the next quarter with clear identification of top 10 bulk customers (leased lines, enterprise business, bulk broadband etc.) and business lines with focus to increase the revenue by 25% in annexed format.
- GM wise action plan for officers working in Corporate Office, for the next quarter with clear identification of top 20 target bulk customers (leased lines, enterprise business, bulk broadband & VAS) in annexed format, with clear
- f) Identification of non-sensitive and non-metro parking lots for 15% of nonperformers (CGMs, PGMs & GMs) and identification of feed stock of motivated and capable officers to replace non-performers.

Sec(T) may send the outcome of the review exercise (a to e above) with Zonal members

It is once again refterated that we will conduct comprehensive review of performance of officers in the next month wherein non-performers will be placed in parking lots with necessary entries in their service records and the performers will be given the required motivation and encouragement to improve their performance in the next quarter.

amLcam!

Secretary (T)

opy to:-CMD (BSNL)