

100 Days' programme

(1) Improving brand visibility of BSNL

- (a) Provision of signage for all the retailers and franchisees.
- (b) Provision of signage at all BSNL PCOs/ shoppe.
- (c) Provision of hoardings for improving the brand visibility and marketing of various products.

(2) Full implementation of Sancharsoft for sales and distribution activities

- (a) Inputing the data of all distribution channels including retailers latest by July, 09.
- (b) Doubling the existing retailer base covering every existing BTS area and the BTSs planned.
- (c) Putting Franchisee and Retailer Management Teams in place for monitoring and supporting sales channel.

(3) Enterprise Business

- (a) Identification of all existing corporate customers, their existing business and potential business by July, 09
- (b) Updating the data circuit records by 100% incorporation of all the circuits by July, 09 and ensuring 100% billing of all data circuits by 30th Sept.09
- (c) Generate additional business of Rs.769 crores from Enterprises during 100 days.
- (d) Generate wholesale bandwidth business of Rs.120 crores during 100 days.

(4) 3G business

- (a) 150 cities with full coverage by 31.7.2009
- (b) Customer base of 1,30,000 by Sept.09

(5) Blackberry

- (a) Provide 5000 blackberry connections during 100 days with special focus on bulk sales to government / PSUs

(6) Improve operational performance

- (a) Long distance network
 - (i) Plan for up-time of five 9s for long distance network
 - (ii) Crash programme to procure microwave equipment for East Zone
 - (iii) Commissioning of already ordered microwave equipment by July,09
- (b) Achievement of prescribed targets for operational performance for Mobile, Broadband and Wireline networks
- (c) Achievement of prescribed targets for Customer Care through Call Centres.

(7) New Business

To achieve business of Rs. 100 crores from Infrastructure (Towers) during 100 days.

(8) HR Issues

- (a) Restructuring to be completed upto SSA level by Sept.2009
- (b) Recruitment of DGMs by September,09

(9) Revenue

- (a) Achieve revenue targets fixed for each business till Sept.09, making up for any backlog in this regard till date. If there is no separate target fixed for the same, at least 40% of the annual targets to be achieved.
- (b) Liquidate more than 25% of 3 years old outstandings.
- (c) Liquidate more than 50% of less than 3 years old outstandings

(10) Development

Achieve the target fixed in respect of various business till Sept.2009 making up of any backlog in this regard till date. If there is no separate target fixed for the same at least 40% of the annual targets to be achieved.