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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

संदीप गोविल

निदेशक (सी.एम.)

SANDEEP GOVIL

Director (CM)

BSNL Board

To

All Chief General Managers
Bharat Sanchar Nigam Ltd.

No.BSNL/Dir(CM)/4G/2023

Dated, the 10th July, 2023

Sub: Planning and roll out of Phase IX.2 4G equipment.

Purchase Order for 1 lakh 4G BTS and core equipment has been placed to M/s TCS and M/s ITI. Detailed planning guidelines have also been issued by Corporate Office vide letter No.BSNL CO-NGSM/16(11)/3/2021-NWP-GSM-II, dt.30.06.2023.

2. Action would have been initiated by all the Circles for planning of priority sites in various cities / villages. We are aiming to commission all the equipments within a year, i.e., by June, 2024. It appears to be a big task but achievable with proper planning and execution efforts.

3. It is utmost necessary to have a dedicated planning and roll out team at Circle / BA / OA level. Necessary staff and officer may be earmarked and posted in CM unit for carrying out the installation activities.

4. As and when the 4G BTS equipments are commissioned, the next task would be to enhance sales and marketing teams in these BTS areas for increasing the SIM sales. In next 3 months, maximum number of retailers should be appointed and marketing materials like flex / posters / banners, etc. should be affixed at all POS locations.

5. Infrastructure at Core & RAN sites should be made ready before the equipment is received. TCS has made an online portal and tool "DiA" for survey. Same may be utilized extensively for proper planning.

6. Replacement of SIMs to non-4G SIM customers is a time consuming activity and need to be monitored closely so as to complete by 30.09.2023.

7. Government has given whatever BSNL had asked for, and now it is our turn to prove the capability of BSNL in meeting the expectations. Maximum revenue is expected from CM vertical and therefore, all out efforts are required for early commissioning of 4G equipment along with enhanced SIM sale.

8. Action plan may be prepared on these points at earlier and be shared with this office also.


10/7/2023
(Sandeep Govil)