



No. 8-23-2017-PHM (Pt.)

Dated: 27.12.2017

To,
All Chief General Managers,
Telecom Circles/Telephone Districts,
BSNL.

Subject: Disconnection of landline connections regarding.

You are aware that BSNL had launched "Experience LL 49" plan for new landline customers to increase the landline subscriber base. In addition, BSNL has also launched "ASEEM" plan to get new landline connections.

Monthly Gross Landline Connection target were also assigned to the Circles for 2017-18. Circle-wise target of "Virtual" Landline connection under Plan "ASEEM" has also been assigned.

Kindly refer my D.O. letter of even number dated 26.12.2017 wherein it was requested to increase the landline connections, reducing disconnections & popularizing "ASEEM" plan for increasing the customer base. Also this office letter of even number dated 18.12.2017 may be referred in which it was requested to take necessary measures to improve the performance of Gross LL Connections. It is expected that by taking these steps the disconnection will reduce and there will be substantial growth of landline connections.

On reviewing disconnection figures of Wire-line subscribers during FY 2017-18, it is observed that the figure is substantial and it is continuing. The disconnection figure of Wire-line Subscribers (DEL) during FY 2017-18 (as per CDR) has been summarized as under:

Month	April-2017	May-2017	June-2017	July-2017
DELs Disconnected	242354	191997	209199	223808
Month	Aug-2017	Sept-2017	Oct-2017	Nov-2017
DELs Disconnected	217781	182898	190479	196531

The circle wise details of DELs disconnected for the month from April 2017 to Nov. 2017 is enclosed as Annexure. From this report, it is noticed that the status of DELs disconnected in MH, KRL, TN, KTK, PB, AP, GJ & RJ circles is alarming. Moreover in most of the circles, the situation is also not improving.

In view of above, to bring back the old customers which left the BSNL & to add more and more customers, the possibility of "ASEEM" plan may be fully explored. Also use this plan to retain the customers & getting new customers even from TNF areas.

You are also requested to send the action taken report in this regard to this office by 08.01.2018.

Encls.: As above.

Handy

(N.K.Mehta)
Director (CFA)

Zone	CIRCLE	DEL surrendered including disconnection due to DNP/Shifting								
		Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Cumulative
EAST	AN	210	262	147	144	5	52	273	68	1161
	AS	2698	2451	2955	2482	2711	1495	3138	1710	19640
	BH	3195	4133	4108	3091	2237	3153	2748	1225	23890
	JKD	1289	4152	2938	2548	3234	1673	2073	4783	22690
	KOTD	4520	12963	5149	7523	6001	5713	4171	3988	50028
	NE1	1400	1385	1086	830	907	443	1275	631	7957
	NE2	518	785	386	878	485	321	506	397	4276
	OR	6850	5002	4390	3647	3219	4798	3648	2744	34298
	WB	2701	5030	5304	5116	4164	4012	3086	3189	32602
SUB TOTAL		23381	36163	26463	26259	22963	21660	20918	18735	196542
WEST	CHG	1634	1510	1228	1125	1262	1104	1114	1345	10322
	GJ	33440	10885	9102	9562	10401	9878	10211	10042	103521
	MH	29249	20520	18813	20517	19526	22827	20518	20271	172241
	MP	5827	5758	4995	4687	4432	4549	4305	5743	40296
SUB TOTAL		70150	38673	34138	35891	35621	38358	36148	37401	326380
NORTH	HR	9786	7923	6975	6413	6536	6569	5775	4991	54968
	HP	4097	2697	3526	3966	2831	4384	3487	2274	27262
	JK	5832	2062	3169	2199	3500	2785	2665	2283	24495
	PB	19201	14653	18934	15845	17217	18496	15984	13412	133742
	RJ	13015	12228	12619	13333	12719	13830	11606	11091	100441
	UPE	5078	4200	3440	3279	3812	4458	3279	3298	30844
	UTL	3645	2713	2082	2001	2200	1918	1820	1519	17898
	UPW	6120	5656	4356	4310	5343	5017	4772	4205	39779
SUB TOTAL		66774	52132	55101	51346	54158	57457	49388	43073	429429
SOUTH	AP	12941	9888	17706	17595	13817	13836	19002	16339	121124
	CHTD	13742	8491	6376	9707	7177	7806	8545	8098	69942
	KRL	17434	11945	18020	24370	40696	11839	14395	18624	157323
	KTK	15678	16302	17513	24071	16929	12387	13928	21449	138257
	TN	16239	13816	23576	24232	20906	14503	17641	24298	155211
	TS	6015	4587	10306	10337	5514	5052	10514	8514	60839
SUB TOTAL		82049	65029	93497	110312	105039	65423	84025	97322	702696
TOTAL		242354	191997	209199	223808	217781	182898	190479	196531	1655047