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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

विवेक बाँझल

निदेशक (सी.एफ.ए.)

बी.एस.एन.एल. बोर्ड

VIVEK BANZAL

Director (C.F.A.)

B.S.N.L. Board

D.O. No. 27-113/2018/NWO-BBIN/BB Targets

Date : 01.04.2021.

Dear All CGMs

I am pleased to share, that despite all odds, we as a team BSNL closed the financial year 2020-21 with successful achievement of a number of milestones. Though 2020-21 was the toughest financial year for the organization but our collective efforts resulted into lot of confidence in our capabilities which also give us strength to focus on the challenges waiting in 2021-22.

We have to ensure that we continue with the same spirit which we have carried in the month of March, from the day one of current financial year and I am sure that all the circles will live up to the expectation in delivering the results and excel in all the critical parameters which we have set up as a target for this financial year.

For the CFA vertical, the focus will remain on Bharat Fiber and Bharat Air Fiber, the technology which will help in maintaining BSNL's supremacy in wire-line business. The focus will also be on the value added services to top up the revenues generated (the ground work done in 2020-21 shall help). Lastly, we need not lose focus on retention of our copper based wireline customer base till such time we are able to generate adequate capacity to convert each one of them into fiber connectivity.

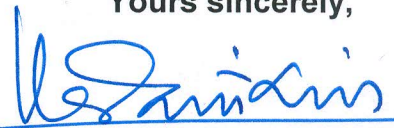
The IT enablement which has been implemented, should find penetration till the last user in each of the circles to ensure efficient, effective and accurate monitoring. The partnership model extended from FTTH business to cluster maintenance, to wifi retailing, to SIP trunk business, to New Business, need to be further strengthened to result in a consolidation of the seamless synergy to deliver the best services to the customers, with an objective to grow both in terms of customer base as well as revenues.

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I am enclosing the dossier for all the CFA targets for this financial year (2021-22) and I expect that, you will drill down all these targets to your business areas and further to individual clusters and FTTH partner areas so that for every activity, none of your team loses its focus, from the very start of this financial year.

Wishing you the best for the new financial year.

Yours sincerely,



(Vivek Banzal)

01/04/2021

**Encl.: Dossiers for CFA targets for 2021-22.
(Sent through email to respective CGM)**

CMD, BSNL / All Directors of the BSNL Board.