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

अवध नारायण राय

निदेशक (एच.आर.)
बी.एस.एन.एल. बोर्ड
A.N. Rai
Director (H.R.)
B.S.N.L. Board

DO No. 16-1/2013-Trg
Dated: 18th April, 2013

Dear Shri

With great pleasure and expectation, I am writing to your good office with respect to one of our very successful learning products under the brand BSNL Learning in the market in the last two years – **Vocational Training to Engineering students.**

Last year (FY 12-13) this initiative yielded very positive response with some 1,03,666 students getting trained across the country earning revenue of some Rs.25Cr. In summary, during the FY 12-13, Rs.15.32 Cr. were earned by training provided in the training centers and 9.76 Cr. were earned by training provided in the SSAs. Circle wise and Training Center wise details are enclosed at in the Annexure 1 & 2. We managed to earn significantly higher revenue due to the more focused efforts/dedicated contribution of Circles/Training Centers/ SSAs.

Approximately, though the peak seasons for Vocational Training were the summer months, the product continued yielding revenue all around the year. Based on the annual revenue figures as in the Annexure I & II, I would like to extend my appreciation as below:

CIRCLES (Performance of FY 12-13 in Vocational Training)

- Excellent performer:** TN & AP Circles with revenue more than Rs. 1 Cr.
- Very Good Performers:** MP, UP(East), Kerala, UP(W) circle with revenue between Rs. 50 to 99 lakhs
- Good Performers:** RJ, CHG, MH, BH, PB, HR, HP, JKD circles with revenue between Rs. 30 to 49 lakhs

TRAINING CENTERS (Performance of FY 12-13 including infra sharing)

- Excellent performer:** RTTC Hyderabad, RGMTC Chennai, with revenue more than Rs.2 Cr.
- Very Good Performers:** RTTC Trivandrum, with revenue between Rs.1 Cr. to 1.99 Cr.
- Good Performers** RTTC Mysore, CTTC Kolkota, RTTC Bhubaneswar, RTTC Nagpur, RTTC Lucknow, ARTTC Ranchi, RTTC Kalyani, RTTC Ahmedabad, RTTC Rajpura, NATFM-Hyderabad, RTTC Chennai and CTTC Patna with revenue between Rs. 40 to 99 lakhs

पंजीकृत एवं निगमित कार्यालय : भारत संचार भवन, हरीश चन्द्र माथुर लेन, जनपथ, नई दिल्ली-110001
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Website : www.bsnl.in

In this year, it is expected that, with BSNL as an established provider of vocational training, with aggressive target setting, intensive marketing, focused approach and quality product delivery, we shall be able to surpass our previous achievements.

As was last year, all CGMs are requested to fix the targets for the SSAs under their control and communicate them to training cell in the format attached at **Annexure-III** by **29.04.2013** by e-mail co.trainingcell@gmail.com. **GM (HR/Admin) or any other SAG rank officer nominated by CGM at Circle Office has been designated during FY 12-13 as the Nodal Officer, who shall project/manage the entire exercise. The contact details of same may also be communicated to training cell in the same format.**

The following may be taken into account during target setting/marketing exercise:

- a) On the basis of the trend analysis/averages, it is projected that the revenue earning potential of various states from summer training in the peak summer months of April – August 2013 could be fixed as below:

Sl. No	NO. of Engineering Colleges in the state	Approx. Potential Revenue (Rs.)
1	150 and above	1.5 crores and above
2	100-150	1.0 crores and above
3	Around 100	70 lakhs and above

- b) On an average, 25-30 students (2nd year and 3rd year) per college can be successfully attracted for a 4/6 weeks training, during the initial phase.
- c) The marketing/promotional activities (pamphlets and SMSs) should touch around 150-200 students per college.
- d) Facilities for walk-in registration should be setup and suitable sales staff deputed to make the experience of our customers (students) smooth. Further, advertisement may be displayed on the Circle/SSA websites.
- e) Students should be encouraged to take up training for **at least 4 weeks** in line with the standard/recommended course schedule that clearly has value-add sessions in every week. The one week training program which was provided at some places during last year is more of a technical field tour rather than an appropriate program fitting in to such summer based curriculum. Such 1 week programs can be easily taken by students anytime during the rest of the year.

With respect to the overall strategy that your circle/good office shall frame for the vocational training drive for the current year, I would like to bring to your notice that:

1. Further with respect to the training centers under your jurisdiction, vide BSNL CO letter no: 21-1/2010-Trg date: 31.05.2011(Copy enclosed), 3% of the revenue generated through Vocational Training in year 12-13 may be made available for marketing activity.

2. Data of registrations should be duly entered in the CTMS portal for speedy monitoring by your administration and this office.
3. Assistance from your respective training centers should be solicited at your convenience to make the delivery effective, homogeneous and value oriented for the students, at the field/SSA level.
4. Odisha Circle is presently conducting Vocational training in RTTC, Bhubaneswar only, and hence it is advised to start vocational training in all SSAs as well.
5. Similarly in Karnataka Telecom Circle, only 4 SSAs are conducting Vocational Training, it is suggested that other SSAs may also take up the training.
6. Non-territorial circles may also make efforts to venture into the Vocational Training domain. Nodal Officers may be appointed and details of training may be entered into CTMS.
7. For reference purposes, the guidelines issued vide letter no. 16-1/2009-Trg dated 15th April 2010 which are available on Intranet, may please be seen.

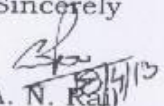
This year, I urge you to drive this exercise aggressively as it has huge potential to earn significant revenue for BSNL in a very short term. I see this as an unlocking of a powerful revenue stream of BSNL, whereby our infrastructure countrywide can be judiciously utilized to earn alternate revenue streams that too with low capital investments.

I hope that all Circles and Training Centers will perform in the EXCELLENT category this year. Therefore, I request all CGMs to take note of this expectation and devise an overall strategy accordingly.

This office may please be contacted for any support/guidance/clarification in the matter.

With Regards

Yours Sincerely


(A. N. Rai)

To:
Shri
CGM,

Enclosure: Annex. I to III

Revenue Earned through Vocational Training during FY 12-13

Sl. No.	Circle / TD / Region Name	Total No. of SSAs	Targets fixed by Circles (for Apr12 to Aug12)				Achievement for FY 12-13 (CTMS Report dated 9th April 13)		
			No. of SSAs	No. of Eng. Colleges	No. of Student Targeted	Revenue Targeted (Rs. In Cr)	No. of SSAs Participated	No. of Trainees	Total Amount (Rs. In Cr)
1	ANDAMAN	1	1	1	75	0.005	1	70	0.005
2	ANDHRA PRADESH	22	21	700	7950	2.193	18	3555	1.096
3	ASSAM	7	6	15	390	0.100	6	159	0.056
4	BIHAR	19	19	114	2920	1.252	11	968	0.426
5	CHENAI TD*	2	1	125	12000	1.000	0	0	0.000
6	CHHATISGARH	7	6	27	800	0.200	7	1284	0.445
7	GUJARAT	17	17	89	1010	0.280	18	596	0.194
8	HARYANA	9	9	120	3820	1.500	9	648	0.407
9	HIMACHAL PRADESH	6	6	40	1500	0.570	6	813	0.381
10	JAMMU AND KASHMIR	5	5	9	704	0.219	4	576	0.258
11	JHARKHAND	6	6	30	1475	0.456	6	1166	0.340
12	KOLKATA TD*	1		65	600	0.360	0	0	0.000
13	KARNATAKA	20	19	170	25200	1.250	4	960	0.117
14	KERALA	11	10	97	1860	0.744	10	2286	0.606
15	MADHYA PRADESH	34	37			2.000	32	3289	0.886
16	MAHARASHTRA	32	29	150	3750	1.500	21	2641	0.427
17	NORTH EAST I	3	3	3	100	0.035	2	111	0.019
18	NORTH EAST II	3	3			0.010	1	43	0.012
19	ODISHA *	12	4	95	400	0.200	0	0	0.000
20	PUNJAB	11	11	90	2700	0.700	11	862	0.419
21	RAJASTHAN	24	24	126	4170	0.921	23	1548	0.464
22	SOUTHERN TELECOM REGION	1					1	178	0.033
23	TAMILNADU	17	17	359	31166	2.180	17	15367	1.581
24	UTTAR PRADESH EAST	31	31	300	7160	2.015	30	2951	0.851
25	UTTAR PRADESH WEST	18	18	200	4550	1.260	18	1183	0.503
26	UTTARANCHAL	6	1	54	1045	0.393	6	416	0.161
27	WEST BENGAL	14	14	80	370	0.093	7	305	0.085
	Total:	339	317	3058	115640	21.435	269	41975	9.760

*Trained at RTTC Chennai/CTTC Kolkata/RTTC Bhubaneswar

Annexure - II

Revenue Target & Achmt. Of Training Centers during FY 12-13

(as per CTMS report dated 9th April 13)

Sl.No.	Name of Trainign Center	Revenue Target FY 12-13	Vocational/External Training		Trg. Infra Sharing		Total	
			No. of Trainees	Revenue (In Rs. Cr)	No. of Trainees	Revenue (Rs. In Cr)	No. of Trainees	Total Amount (Rs. In Cr)
1	RTTC HYDERABAD	1.35	3684	2.06	2202	0.5114	5886	2.569
2	RGM TTC CHENNAI	1.00	14031	2.15	2242	0.3652	16273	2.519
3	RTTC TRIVANDRUM	1.15	4060	1.32	3502	0.4885	7562	1.805
4	ALTTC GHAZIABAD	4.00	1930	1.11	11	0.1911	1941	1.304
5	BRBRAITT JABALPUR	1.50	1309	0.80	7	0.2412	1316	1.037
6	RTTC MYSORE	1.00	2039	0.38	4895	0.5283	6934	0.904
7	CTTC KOLKATA	0.40	1193	0.77	7	0.0007	1200	0.766
8	RTTC BHUBANESHWAR	0.50	1224	0.66	79	0.0311	1303	0.696
9	RTTC NAGPUR	1.00	1726	0.51	49	0.1145	1775	0.620
10	RTTC LUCKNOW	1.00	609	0.59	124	0.0219	733	0.615
11	ARTTC RANCHI	0.25	1624	0.61	54	0.0013	1678	0.608
12	NSCBTTC KALYANI	1.05	890	0.55			890	0.546
13	RTTC AHMEDABAD	1.10	3135	0.47			3135	0.468
14	RTTC RAJPURA	1.00	1024	0.44			1024	0.440
15	NATFM HYDERABAD	0.20	374	0.42	127	0.0182	501	0.439
16	RTTC CHENNAI	0.60	10454	0.41	431	0.0193	10885	0.430
17	CTTC PATNA	0.10	595	0.41			595	0.406
18	RTTC PUNE	0.35	4326	0.34	1	0.0133	4327	0.355
19	CTTC INDORE	0.15	1099	0.30	17	0.0007	1116	0.304
20	DTTC CHENNAI	0.10	3621	0.24			3621	0.236
21	DTTC BANGALORE	0.40	913	0.18			913	0.176
22	RTTC GUWAHATI	0.25	450	0.17			450	0.175
23	RTTC JAIPUR	0.40	342	0.15			342	0.154
24	CTTC NASIK	0.25	658	0.09			658	0.088
25	CTTC JAMMU	0.10	162	0.06			162	0.055
26	CTTC LUCKNOW	0.10	55	0.05			55	0.051
27	CTTC SUNDERNAGAR	0.10	43	0.03			43	0.032
28	CTTC KURUSHETRA	0.15	30	0.03			30	0.027
29	CTTC SHILLONG	0.05	71	0.02			71	0.024
30	CTTC MEERUT	0.10	20	0.01			20	0.013
	Total:	19.8	61691	15.32	13748	2.5467	75439	17.864

Annexure-III**A. Name of Circle:****B. Details of Nodal Officer**

Name:

Designation:

Contact No a) Landline:

b) Mob:

c) E-mail ID:

C. Detail of Marketing Plan/Activity

S. No.	Activity	Approximate No. of Engineering Colleges	No. of Colleges to be Targeted	No. of Students to be Contacted
1				
2				
..				

D. Details of Revenue/No. of Students targeted:

S. No.	Name of SSA	No. of Students targeted	Revenue Targeted
1			
2			
..			
..			
Total			

The above information may please be e-mailed to co.trainingcell@gmail.com