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Bharat Sanchar Nigam Limited

(A Government of India Enterprise)

No. 16-4/2011-Trg

25th March, 2011

To:
All CGMs

Sub: **Vocational (Summer) Training for Engineering Students**

This is with reference to the vocational trainings for engineering students to be carried out in the summer months of April, 2011–July, 2011.

Last year a similar initiative yielded very positive response with some 25,000 students getting trained across the country earning revenue of some 6 crores. In summary, 3.27 crores were earned by training provided in the training centers and 2.83 crores were earned by training provided in the SSAs.

Annex1 – Students trained and revenue figures (Training Centers)

Annex2 – Students trained and revenue figures (Circles)

In terms of the revenue breakdown, please find annexed the detailed data as compiled by the Training Cell on the inputs from our training centers. Though instructions were issued to input such data into our CTMS package, there have been quite a few omissions in this regard. Accordingly, if any inconsistency is noticed, the same may please be highlighted.

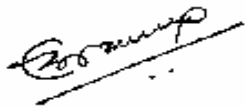
This year, it is expected that with more focused efforts, we should be able to draw a larger group of engineering students. In summary, the learning/perception from last year is as below:

- a) Evidently there is a significant demand for such training. Therefore, the training centers and the respective BD cells of the circles can commence planned marketing activities covering most of the student community in the engineering colleges.
- b) In addition to training centers, many SSAs could also contribute significantly last year. Therefore, this year we should focus on more SSAs joining the effort and bringing in the revenue. Accordingly
 - o In addition to targets given to training centers, targets may be given to SSAs as well. It is recommended that the revenue targets should be 30-50% higher than the achievements of last year. For

- those SSAs which could not contribute, ought to be focused on this revenue opportunity, this year.
 - The BD cells with due support from training centers may strategically drive this exercise.
- c) BSNL product promotions such as discounted SIM cards, etc. may also be attractively packaged with the summer training.
- d) For due recognition, the efforts should definitely reflect in the CTMS. Field units may get their data (details of students trained and revenue figures) entered in the CTMS through their respective training centers.

For reference purposes, the guidelines issued last year vide letter no. 16-1/2009-Trg dated 15.04.2010 which are available on the intranet, may please be reviewed. Please note that these are only reference guidelines that were put in place to give a homogenous look in terms of contents, schedules, structure, and rates of our offerings which will be diverse and spread geographically. Local field units should use them only as a broad reference while working out their own location-specific training products- in consultation with the Training centers who have experience from last year- based on the demand and availability of resources.

The Training Cell may be consulted/contacted for any queries, assistance or support in the above endeavour.



[Neeraj Verma]
GM (Training)

Copy: 1. CGMs- ALTTC, BRBRAITT & NATFM
2. Principals, RTTCs

ANNEXURE 1 - TRAINING CENTRES DATA**VOCATIONAL TRAINING (APRIL-JULY 2010)**

S.No	Name of Training Centre	No of Students Trained	Revenue Earned
1	ALTTC Ghaziabad	374	1,633,780
2	BRBRAITT Jabalpur	438	1,528,764
3	NATFM Hyderabad	0	0
4	RTTC Bhubaneshwar	1,073	6,016,865
5	RTTC Chennai	2,596	293,191
6	RTTC Ahmedabad	0	0
7	RTTC Guwahati	286	485,848
8	RTTC Hyderabad	342	1,522,000
9	RTTC Jaipur	72	311,046
10	NSCBTTC Kalyani	366	2,422,188
11	RTTC Lucknow	114	513,728
12	RTTC Mysore	92	170,250
13	RTTC Nagpur	778	1,444,930
14	RTTC Pune	117	553,162
15	RTTC Rajpura	82	483,114
16	ARTTC Ranchi	430	1,855,567
17	RTTC Trivendrum	219	817,000
18	RGMTTC Chennai	2,327	2,450,643
19	CTTC Guwahati	142	178,984
20	CTTC Indore	405	1,174,704
21	CTTC Jaipur	26	112,506
22	CTTC Jammu	0	0
23	CTTC Kolkata	183	1,170,000
24	CTTC Kurukshetra	125	716,950
25	CTTC Meerut	0	0
26	CTTC Nasik	0	0
27	CTTC Patna	402	1,978,782
28	CTTC Shillong	51	58,500
29	CTTC Sundar Nagar	131	643,049
30	DTTC Bangalore	227	1,160,358
31	DTTC Chennai	2,813	2,862,386
32	DTTC Kolkata	23	152,214
	TOTALS	14,234	32,710,509

ANNEXURE 2 - CIRCLES DATA(Contribution from SSA units)			
VOCATIONAL TRAINING (APRIL-JULY 2010)			
S.No	Name of the Circle	No. of students trained	Revenue Earned
1	ANDAMAN	0	0
2	ANDHRA PRADESH	691	1,151,945
3	ASSAM	60	165,016
4	BIHAR	0	0
5	CHENNAI TD	Trained in RTTC Chennai	
6	CHHATISGARH	0	0
7	GUJARAT	68	241,594
8	HARYANA	1,036	4,084,193
9	HIMACHAL PRADESH	875	2,723,193
10	JAMMU AND KASHMIR	243	722,725
11	JHARKHAND	590	1,508,992
12	KARNATAKA	0	0
13	KERALA	658	1,647,500
14	KOLKATA TD	Trained in DTTC Kolkata	
15	MADHYA PRADESH	1,500	3,109,682
16	MAHARASHTRA	176	Included in RTTC Nag
17	NORTH EAST I	0	0
18	NORTH EAST II	0	0
19	ORISSA	0	0
20	PUNJAB	819	2,915,867
21	RAJASTHAN	1,218	3,342,931
22	TAMILNADU	340	361,500
23	UTTAR PRADESH EAST	2,478	6,337,144
24	UTTAR PRADESH WEST	0	0
25	UTTARAKHAND	0	0
26	WEST BENGAL	0	0
	Total	10,752	28,312,282