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बी एस एन एल
बहरीनिंग भारत
सुरक्षा • किळापत्री • विस्वासनीय

क्रमांक: DGM(A)/CO-AM/Exe.Trfr/2021/E88036

दिनांक: 21.01.2026

आदेश

विषय: Establishment of 24x7 War Room and Posting of Officers – Q4 FY 2025–26 Comprehensive Consolidated Action Plan – reg.

As instructed by honorable CMD, BSNL in SRPM Meeting with Head of Circles on 19th and 20th January 2025, in august presence of Hon'ble MoC and In pursuance of the Q4 FY 2025–26 mandate for maximum performance through total mobilization of resources and in accordance with the approved **71-Day Action Plan**, it has been decided to establish a **24x7 War Room** at Circle level with immediate effect to ensure continuous monitoring, immediate escalation, same-day resolution, revenue protection, and asset defense.

The **24x7 War Room** (Operations Do not Sleep) shall function as a **central command and control mechanism**, operating on **Day Operations (08:00 hrs to 20:00 hrs)** and **Night Operations / Security (20:00 hrs to 08:00 hrs)**, with zero tolerance for delays, leakages, theft, churn, or unbilled assets.

Accordingly, the following officers are hereby posted to the War Room, Gujarat Telecom Circle, with **immediate effect**, in addition to their existing duties:

Sr. No.	Name of Officer	HRMS No.	Designation & Role
1	Shri Jitender Kumar Dayal	99605167	PGM (War Room)
2	Shri Sunil Kumar S	202635	AGM (War Room)
3	Shri Pardeep Kumar	99802540	AGM (War Room – CM)
4	Shri Umashankar Chourasiya	206040	AGM (War Room – CFA)
5	Shri Vikas Mohan Deolikar	99704466	AGM (War Room – EB)
6	Smt. Mundalik Jyoti Anil	99412764	AGM (War Room – Tx)
7	Shri Chainesha Shah	402580	CAO (War Room – Finance)

The team shall ensure preparation of an immediate action plan and shall coordinate with the field units to make the War Room operational effectively. The key responsibilities of the War

Room shall be governed as per the attached Comprehensive Consolidated Action Plan for Q4 FY 2025–26.

The above arrangement is being made in the interest of organizational performance and revenue protection and shall remain in force until 31.03.2026.

This order is issued with the approval of the Competent Authority.

यह पत्र सक्षम प्राधिकारी के अनुमोदन से जारी किया जा रहा है।

संलग्न : उपर्युक्तानुसार


25/3/2026
उप महाप्रबंधक (प्रशासन)
परिमंडल कार्यालय, अहमदाबाद

प्रतिलिपि प्रेषित: कृपया जानकारी एवं आवश्यक कार्यवाही हेतु :- (प्रिज्म (PRISM) पोर्टल के माध्यम से):

1. निजी सचिव, मुख्य महाप्रबंधक, परिमंडल कार्यालय, अहमदाबाद।
2. परिमंडल कार्यालय, अहमदाबाद के सभी वर्टिकल प्रमुख
3. गुजरात परिमंडल के सभी बीए/ओए प्रमुख: बीए / ओए स्तर पर वॉर रूम की तत्काल स्थापना हेतु।
4. सतर्कता प्रमुख, परिमंडल कार्यालय, अहमदाबाद
5. सहायक महाप्रबंधक (एव आर/स्थापना) / सहायक महाप्रबंधक (आईटी) / सहायक महाप्रबंधक (सामान्य) / सहायक महाप्रबंधक (कानूनी/आरटीआई), सर्किल कार्यालय, अहमदाबाद
6. एसडीई (स्टाफ) / लेखाधिकारी (एएडपी) / कनिष्ठ दूरसंचार अधिकारी (ईआरपी-स्टाफ), सर्किल कार्यालय, अहमदाबाद
7. संबंधित अधिकारी

COMPREHENSIVE CONSOLIDATED ACTION PLAN

Q4 FY 2025-26



The 10-Week Sprint. Target: Sustainment,
Revenue Protection, and Operational Excellence.

The Q4 Mandate: Maximum Performance in a 71-Day Blitz

Objective: Total mobilization of resources from the CGM down to the OA OA level to secure FY 2025-26 targets.

01

Immediate Mobilization

- Zero delay in War Room establishment.
- Operations transition to 24/7 coverage immediately.
- Strong letters issued to all staff regarding Q4 urgency. ■

02

Aggressive Monitoring

Shift from weekly reporting to 'Same Day' achievement tracking.

- Focus on Zero Priority Cases.

03

Revenue & Asset Defense

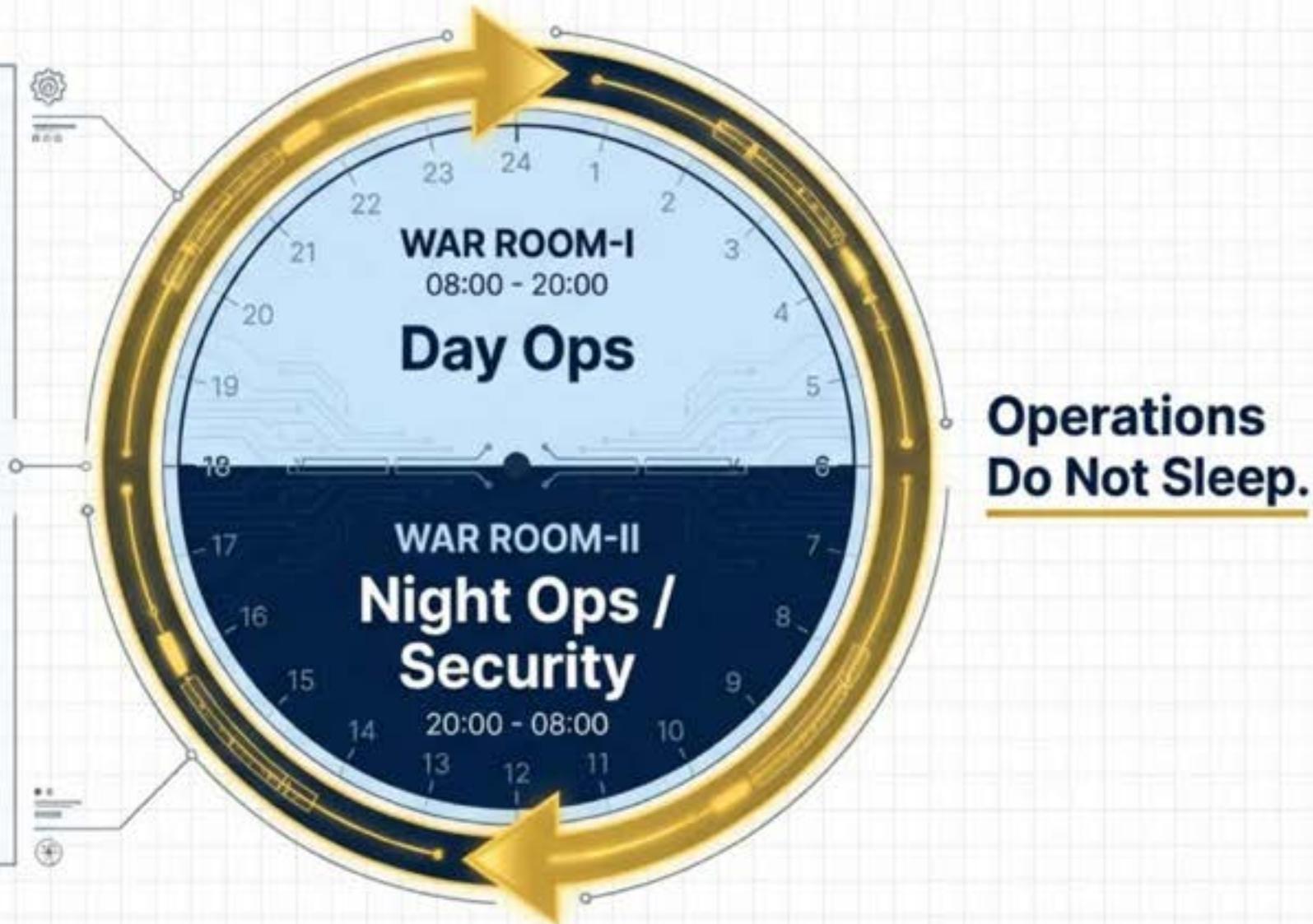
Zero tolerance for theft, churn, or unbilled projects.

Manpower rationalization and revenue protection.

Operational Governance: The 24/7 War Room Structure

Command Centers:
Established immediately in **Office** of concerned **CGM, GM**, and **OA** levels.

The Mandate:
Continuous monitoring, immediate **escalation**, same-day resolution.



Desk A (O&M) – Network Availability & Asset Protection

Lead: GM (Operations) Inter

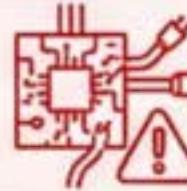


Critical Incidents (Immediate Resolution)



BTS / FTTH / OLT Down

Alert Red Inter



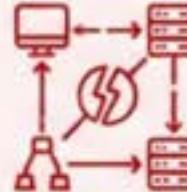
EB Circuits Down

Alert Red Inter



CNTx Route / Fiber Cuts

Alert Red Inter



BA/OA/SDCA Transmission Route Down

Alert Red Inter

Security & Metrics

Security Mandate: No theft of BSNL property. Strict vigilance during War Room-II (Night Ops).

Inter



Key Metric: Restoration time and prevention of repeat outages.

Inter

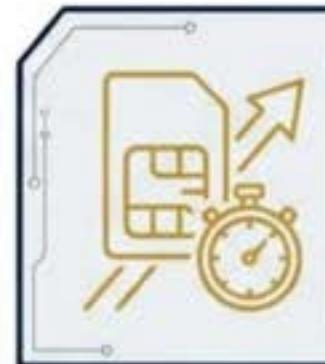


Desk B (S&M) – Aggressive Acquisition & Retention

Lead: GM (Sales)

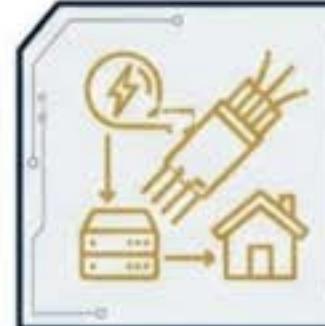
Operational Hours

- OSCS/CSCs open 06:00 to 22:00
- Includes Sundays & Holidays



SIM Strategy

- **Speed:** Activation within 30 minutes (New/Upgrade/Swap)
- **Reach:** Increased PoS/Retailers, Melas, Canopies, Society camps.



FTTH Strategy

- Target PSUs, Govt Agencies, Societies.
- Utilize OLTs with <70 connections (**Target: 1 connection every 5 days**).



Retention Focus

- MNP Targets: **75-90 days & 175-180 days tenure.**
- OBD Calling for engagement.

Desk C (Finance) – Cash Velocity & Monetization

Lead: GM (Finance)

90%

Collection Target (1st Month wrt Billed Amount) for Q4

Outstanding Recovery



- Leased Circuits
- FTTH & Landline
- GSM Postpaid
- EB Projects payments

Rental on properties

Asset Monetization



- OFC / Power Plants
- Scrap Sale
- Copper Monetization

DarkFiber/BW

Tower Site Leasing out

Legal & Compliance



Tax Litigations

- Arbitration Cases
- GST / Non-GST Retention
- Invoicing for all Commissioned EB Projects

Phase 1: Immediate Mobilization (Day 1)



Immediate Action Checklist

- Establish War Rooms (CGM/GM/OA levels) 
- Sensitization: Issue urgency letters to all staff/partners 
- EB Emergency Reviews (All circles) 
- Launch CM Flash Sales & activate 399 Plan for FTTH 
- Subscriber Retention Blitz (Top 20% customers, tenure 75-90 & 350-365 days) 

Status: EXECUTE IMMEDIATELY

Phase 2: Stabilization & Rhythm (Week 1)

Monitoring

- Rollout of Weekly Monitoring Templates



Revenue & Pipeline

- ARPU Recovery Programs (Premium bundles)
- EB Pipeline Acceleration: 48-hour response mandate



Infrastructure

- Initiate Copper monetization
- Start SIP trunking efforts



Alignment

- CMD Call for Best Practice Sharing



Phase 3: Sustained Recovery (Weeks 2-4)

Performance Management

- Bi-Weekly Under-Performer Reviews (MTTR, FTTH, SIM, OFC).
- Mid-Quarter Course Correction (Week 3 Assessment).



Growth Accelerators

- CFA Expansion: 36-hour installation SLA.
- New TIP Models.
- Channel Partner Incentive Boost (4-week surge).



Cadence: Monthly cross-functional forums



Phase 4: Acceleration & Scale (Weeks 5-6)

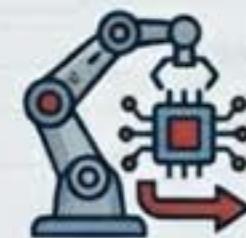
Replication

- Institutionalize best practices across circles. Copy-paste wins fast.



Automation

- Implement automation for fault triage and dispatch. Reduce human latency.



Productivity

- Manpower rationalization based on workload.



Defense

- Revenue protection alignment. Protect top ARPU zones and churn-heavy areas.



Phase 5: Peak Performance & Sustainment (Weeks 7-10)



ZERO BACKLOG

Eliminate all open priority cases, including FTTH.



DEAL CLOSURE SPRINT

Convert remaining pipeline to revenue.



HARD NEGOTIATION

Deploy playbook to protect margins and lock scope.



ENGAGEMENT

Continuous contact with Govt/PSUs to finalize contracts.

FINISH LINE

Specialized Tactics: Enterprise (EB) & FTTH

ENTERPRISE (EB)

Focus: Lead-to-Bill Conversion

- ⚙️ Invoicing and collection for ALL commissioned projects.
- ⚙️ Planned visits to EB clients.
- ⚙️ SIP Trunking push.



FTTH CONSUMER

Focus: Backlog & SLA

- ⚙️ Clear pending leads and activations.
- ⚙️ Targeted OBD calls for expansion.
- ⚙️ Strict adherence to 36-hour installation target.



The Daily Grind: 'Same Day' Monitoring Checklist

11 Critical Points for Daily Review

- 1. SIM Sales (Same day achievement)
- 2. FTTH Sales (36-hour installation tracking)
- 3. Rentals
- 4. Arbitration Cases
- 5. Closing all leads in Stage 4 (ILL)
- 6. Bulk SMS
- 7. Bulk SIM (PSUs/Govt/Private)
- 8. Data Centers
- 9. Copper Monetization
- 10. OBD calls for FTTH and MNP retention
- 11. SIP Trunking

The Scorecard: Technical KPIs for Success

Status: LIVE MONITORING

OFC Faults

Frequency and restoration time.



BTS Availability

Optimization and uptime statistics.



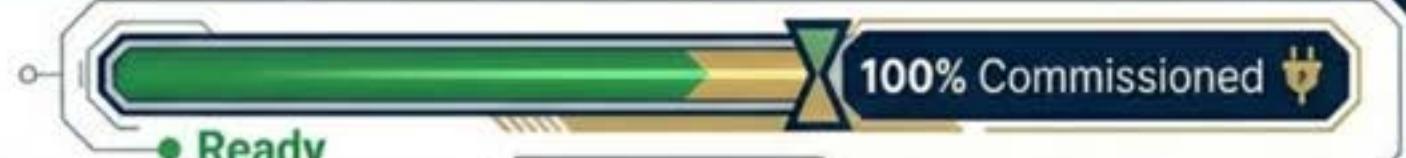
Circuit Uptime

Leased Circuit (LC) and Internet Leased Line (ILL) stability.



Power Infrastructure

Battery and Power Plant (PP) commissioning status.



71 Days to Deliver

The War Room is Active 24/7.



30 Min
(SIM Activation)



36 Hours
(FTTH Install)



48 Hours
(EB Response)



90%
(Collection Target)

The clock is ticking. Every day counts. Own your Desk.

BSNL 71-Day Sprint: The Q4 FY 2025-26 Performance Roadmap

Starting

Phase 1: Mobilization & Calibration (Day 1 - Week 1)



Immediate War Room establishment and rollout of weekly monitoring for top/worst performers.



The 10-Week Mission Roadmap



Phase 2: Stabilization & Acceleration (Weeks 2 - 6)



Implementing 36-hour installation SLAs, incentive boosts, and automated fault triage to scale wins.

Phase 3: Peak Performance Sprint (Weeks 7 - 10)



Zeroing out priority backlogs and converting the deal pipeline into realized revenue.

PEAK

PERFORMANCE



The 24/7 War Room Architecture



Securely • Affordably • Reliably

Some of the Events/gatherings/sports events/melas/exhibitions/concert/festivals etc

Circle	Events list with Dates
MH	<u>Link</u>
BR	<u>Link</u>
HR	<u>Link</u>

PP to PE Latency

Latency	Events list with Dates
PP to PP/PE(Delhi to state capitals)	Link
PP to PP/PE (Delhi to NCR)	Link
MPLS Traffic	Link