

- (1) Month long Campaign to popularize the “9 pm to 7 am” free call facility and to increase landline connections.
- (2) The Forum at circle and District levels should take initiative to organize this campaign, in coordination with the circle and District administrations. The Forum should also meet the respective heads of circles and heads of SSAs latest by 15th June, 2015 and chalk out a joint action plan.
- (3) A massive campaign should be unleashed among the public, involving the maximum number of Non-Executives and Executives. Publicity through advertisements, display of flex-boards and posters can be done. Printed handbills can be distributed through door to door campaign. Publicity through local TV channels and social media can also be done.
- (4) Melas can be organised wherever possible. Attempts should be made to get new connections in upcoming apartments, nagars and colonies.
- (5) The customers who have taken disconnection in the recent past, can be approached for taking reconnections / new connections.
- (6) It is needless to say that the success of the free call facility greatly depends upon our ability to maintain a fault free network, as well as prompt rectification of faults. Hence, sufficient focus should be given to this aspect.
- (7) Shortage of stores, materials and funds should immediately be taken to the notice of the SSA and circle administration. The same can be brought to the notice of the All India Forum also, if the intervention of the Corporate Office is required.
