



No. 2-20/2018/BSNL/RM-I/CFA/Festive Discount.

Dated: 31<sup>st</sup> Oct., 2018.

To  
All Heads of Telecom Circles, Metro Telephone Districts & Maintenance Regions  
Bharat Sanchar Nigam Limited.

Sub: 'PROJECT DHANLAXMI' - Special 'Festive Discount' for collection of revenue during Dussehra and Deepavali (18-10-2018 to 07-11-2018).

Ref: CO, BSNL letters No. 2-20/2018/BSNL/RM-I/CFA/Festive Discount dated 16-10-2018, 23-10-2018 & 24-10-2018.

The Scheme, aptly named 'DHANLAXMI', had been launched by our CMD from Chennai during the last zonal meetings marking a period of escalating collections. Aimed primarily at boosting our cash flows, the scheme so announced has since been kick-started in all Circles and has made notable progress in many.

Here, I wish to congratulate all Circles who have augmented their incomes by pre-empting their cash inflows in granting the prescribed rebate / discount to their customers. Many Circles have displayed right amount of energy and zeal and reaped the benefits of the scheme in the form of enhanced cash while others are still gearing up for the same.

I wish to congratulate you on your teams who have strategized and worked tirelessly towards this end. As only one week is left for this Project, main focus should be given for realizing due amount from EB customers, Central, State Govt., Defence and other big ticket customers.

To all of you it is a wakeup call to over-subscribe to this project wholeheartedly. And please do remember that the scheme is valid up to November 7<sup>th</sup> or Diwali only ! So, everyday counts now as we enter into the new month and the festive week.

I wish all of you and your teams all the best in your endeavor.

(SUJATA RAY)  
Director (HR & Finance)  
BSNL Board

Copy to :

1. CMD, BSNL.
2. Director-CFA, Director-EB and Director-CM - BSNL Board.
3. CGM, ITPC, BSNL, Pune.
4. Sr. GM (Finance) & IFA to CGM, ITPC, BSNL, Pune.
5. All PGMs/Sr. GMs/GMs, CO, BSNL.
6. All PGMs/Sr. GMs/GMs - CDR Data Centres, BSNL.
7. All PGMs/Sr. GMs/GMs - CMTS Billing Zones, BSNL.
8. All Circle IFAs of Telecom Circles, Metro Telephone Districts & Maintenance Regions, BSNL - for necessary action.