

Broadband Section
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No.64-104 / 2010- Proj. Udaan (Part-I)

Dated 16/04/2012

To,
All Chief General Managers
BSNL, Telecom Circle, Districts

Sub: - Project Udaan CROMs/ PMs/ STLs duties/responsibilities for financial year 2012-13.

As you are aware that Project Udaan is an initiative under Project Shikhar rolled out for selling CFA products through BSNL in house sales team two years back. The contribution of Udaan in BB connection raised from 23% in FY, 10-11 to 35% in FY, 11-12. To improve the Udaan performance further, the following guidelines /norms are to be implemented in circles to achieve the goal of Project Udaan.

1. CROM has to visit every SSA twice in a year.
2. Project Manager (sales) of SSA has to have at least 26 meetings in a year with the concern STL/SAs at least once in a fortnight.
3. STL has to meet his team at least twice in a week.
4. Enhancing exclusive SAs by 50% of the existing SAs.
5. Achievement of at least 45% of BB contribution.

You are requested to kindly issue suitable instruction to the CROM of your circle to adhere the above mentioned guidelines/norms and compliance report may be sent to this office by 30.04.2012.

(Anil Jain)

Sr.GM (NWP-BB)