

613, Products & Pricing-Consumer
Mobility

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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

NO.GM(PP)/Project Vijay/2009/7

Dated: 5th Oct 2009

To

The Chief General Managers,
Chennai Telephones/ West Bengal/ Bihar/ Jharkhand/ Himachal Pradesh/
Chhattisgarh/ Gujarat/ Madhya Pradesh/ Orissa

**Subject: Project Vijay: Incentive/ conveyance for the Retailer Managers
during the survey duration.**

As you would be aware, during Phase II of Project SHIKHAR (implementation phase), Project Vijay (Wave 2) implementation is being started in your circle.

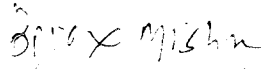
One of the key activities that would be undertaken soon in this implementation would be the Market Retailer Survey. On the basis of feedback from the Pilot project at UP (E) and to ensure timely rollout and implementation of Market Retailer Survey in each SSA of the above mentioned circles, it has been decided to give extra incentive to the Retailer Managers. **It has been decided to pay to the extent of Rs. 7/- for each and every valid retailer survey.**

The expenditure towards this end may be met from the financial powers of the CGMs under head "Marketing". The expenditure incurred may kindly be informed to this office on completion of retailers' survey.

Moreover, the Retailer Managers should be compensated for their travel expenses, as per existing BSNL rules (i.e. TA/ DA policies) for the duration of the Market Retailer survey.

It is also requested that this survey be started on time in each SSA all efforts to be made to complete it at the earliest.

This is issued with the approval of Director CM.


(Bijoyananda Mishra) 5.10.09
Project Champion, Project Vijay

Copy to:

1. Director (Consumer Mobility)
2. Director (HR)
3. G.M. (Estt.)
4. G.M. (Corporate Restructuring)
5. M/s BCG
6. Office copy