



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)

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

Project Vijay

R.No.219, Eastern Court, Janpath, New Delhi

Tel: 2332 6544 Fax: 2332 6545 Email: ddg_sales@bsnl.co.in

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No.4-1(a)/2009-P&P

Dated 31st July, 2009

To

The Chief General Managers

U.P(E)/UP(W)/Uttaranchal/Rajasthan/Haryana/Punjab/Maharashtra/Andhra Pradesh
/Tamilnadu/Kerala/Karnataka/Kolkata Telecom District and Gujarat Circle.

Bharat Sanchar Bhavan Limited

As part of Project SHIKAR, Project Vijay (mobility, sales and distribution initiative) is being rolled out in the following circles:- U.P(E)/UP(W)/Uttaranchal/Rajasthan/Haryana/Punjab/Maharashtra/Andhra Pradesh/Tamilnadu/Kerala/Karnataka/Kolkata Telecom District and Gujarat Circle.

One of the key activities being undertaken under Project Vijay is market retailer survey, entrusted to the BSNL sales team under each SSA. In order to ensure timely roll out and implementation of market retailer survey in each SSA of the above circles mentioned above, the circles have been demanding for sanction of certain amount for each valid and completed survey as specified in the Project Vijay training documents.

On the basis of feedback from the pilot project at the UP(East) circle and in consultation with M/s.BCG (Consultant for Project Vijay), it has been decided to pay to the extent of Rs.7/- for each valid and complete retailer survey. The expenditure incurred towards this end may be met from the financial powers of the CGMs under head 'Marketing'. The expenditure incurred may kindly be intimated to this office on completion of retailers survey.

It is also requested that this retailer survey should be carried out in war footing and efforts be made to complete the same at the earliest.

(BIJOYANANDA MISHRA)
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