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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)

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

D.O.NO.4-1(a)/2009-P&P-CM

Dated: 5.10.09

Subject: Roll-out of Project Vijay in 9 circles - Detailed note on Project Champions, Team required, Review frequency, Sancharsoft requirements and data requirements

Dear Sir.....,

As you would be aware, during Phase II of Project SHIKHAR (implementation phase), Project Vijay implementation has already started in 12 circles viz. UP (East), Maharashtra, Andhra Pradesh, Tamil Nadu, Rajasthan, Karnataka, Kolkata, Punjab, U P (West), Kerala, Haryana, and Uttaranchal.

Nine circles have been identified for the next wave (Wave 2) of Project Vijay roll-out. These are Chennai Telephones, West Bengal, Bihar, Jharkhand, Himachal Pradesh, Chhattisgarh, Gujarat, Madhya Pradesh, Orissa.

I am writing this note to you to provide details regarding Project Vijay:

- Project Vijay - Project Champions for your circles and their role
- Team required to be identified and exclusively posted within each circle for Consumer Mobility sales
- Review frequency for Project Vijay
- Sancharsoft – Nodal officer appointment
- Data required to be collected at the onset of Project Vijay

Project Vijay – Project Champions

In addition to all circle CGMs, **Mr. Bijoyananda Mishra (GM Products and Pricing – Consumer Mobility)** and **Mr Inderjeet Khanna (GM Sales and Marketing – Consumer Mobility)** are designated as **Project Champions for Project Vijay**. As Project Champions, their key responsibility areas would include:

- Responsible (along with Project Sponsor and circle CGMs) for overall implementation of Project Vijay within BSNL
- Responsible for all coordination at Head Office relating to Project Vijay, including coordination with Project Vijay Roll-out Managers
- Provide specific inputs at circle/ Head Office level relating to implementation of Project Vijay; participate in periodic review meetings with circle CGMs, Project Sponsor and others relating to Project Vijay roll-out
- Drive policy-related decisions at Head Office, if required, for smooth roll-out of Project Vijay
- Resolve/ remove any bottlenecks at Head Office for smooth roll-out of Project Vijay

The responsibility allocation between both Project Champions at Corporate office will be as follows:

Project Champion	Project Vijay roll-out responsibility, including Sancharsoft implementation	Additional areas of responsibility related to Project Vijay
Mr Inderjeet Khanna (GM Sales and Marketing – Consumer Mobility)	North zone and West zone circles	Sales and Distribution policy, Marketing push, Sancharsoft (technical implementation)

Project Champion	Project Vijay roll-out responsibility, including Sancharsoft implementation	Additional areas of responsibility related to Project Vijay
Mr. Bijoyananda Mishra (GM Products and Pricing – Consumer Mobility)	South zone and East zone circles	Pricing and tariff design, Coordination with CTOP-UP vendors relating to Project Vijay, Handset bundling

Team required to be identified and exclusively posted within each circle for Consumer Mobility sales

Rollout of Project Vijay would require a **team to be identified and exclusively posted at the circle and SSA/ Region level in Consumer Mobility Sales**. Table below describes the team to be identified and posted at Circle/ SSA i.e. their role description and number of team members required. SSA-wise number of personnel required is detailed in Annexure 1.

Team to be created at Circle/ SSA – Role description and requirements

Role	Designation	Level	Reporting to	Role description/ requirement	Priority
Project Leader	GM/ DGM Cons. Mobility – Sales & Mktg. ¹	Circle	PGM / GM (Consumer Mobility)	1 per circle - Overall guidance and responsible for overall roll-out of Project Vijay in circle, incl. team formation, process changes, value outcome	Priority 1
Project Vijay nodes (1 node per 5 SSAs within circle)	SDE/ JTO	Circle	GM/ DGM Cons. Mobility – Sales & Mktg.	1 SDE/ JTO for every 5 SSAs within circle - Guide SSA teams with best practices, key risks at a particular stage, etc. - Help SSA teams resolve and escalate issues	Priority 1
Sales head – Mobility	DGM/ DE/ SDE	SSA/ Region	SSA/ Region head	1 per SSA - Responsible for overall roll-out of Project Vijay in Region/SSA, incl. team formation, process changes and value outcome - Act as Sales head, Mobility at SSA/ Region level	Priority 1
Retailer Manager Coordinator	SDE/ JTO	SSA/ Region	Sales head – Mobility	- Number as detailed in Annexure 1 - Provide support and manage retailer managers	Priority 1
Franchisee Managers	SDE/ JTO	SSA/ Region	Sales head – Mobility	- Number as detailed in Annexure 1 - Provide support and manage franchisees and sub-franchisees	Priority 2
Retailer Managers	TOA/ PM/ TM	SSA/ Region	Retailer Manager Coordinator	- Number as detailed in Annexure 1 - Conduct Market Retailer survey, to map retailer universe (up-front) - Directly interact with and provide support to retailers on an ongoing basis	Priority 2

You are requested to identify and post **exclusive Priority 1 personnel by 8th October** (required for implementation upfront), and **exclusive Priority 2 personnel by 14th October**. Compliance in this regard may be provided to the respective Project Champions, along with a copy to M/s BCG.

Review frequency for Project Vijay

I would request each one of you to adopt an alternate day review frequency on Project Vijay implementation in your circle (i.e., review every Mon-Wed-Fri or Tue-Thu-Sat) for the initial 3 month period. This review should be carried out along with the Project Vijay roll-out manager in your circle and Project Vijay leader/ GM incharge of Project Vijay roll-out within your circle. Other personnel may be requested to join-in, if required. The representative from M/S BCG and/or BSNL Corporate Office team will also be periodically present for these review meetings, after discussion with you. Progress on Sancharsoft implementation within your circle should also be reviewed during these review meetings

In order to facilitate this exercise, you are requested to finalize the review slots and communicate to this office by **9th October, 2009**. A copy of the review schedule should also be sent to respective Project Champions and M/S BCG.

Sancharsoft – Nodal officer appointment

Rollout of Project Vijay would require implementation of SancharSoft across all SSAs in the circle. You are requested to ensure appointment of a **Circle Nodal officer for Sancharsoft**. Officer would be the officer in charge of Recharge voucher/ SIM inventory at the circle is to be designated as nodal officer for Sanchar Soft rollout.

The nodal officer will be responsible for overall rollout of Sanchar Soft in the circle, as well as co-ordinating with ITPC on a day-to-day basis to collectively resolve any issues that might arise in this process.

Nodal officers should be designated at the SSA level also. The SSA issues are to be escalated to the Circle Nodal officer. The list of SSA nodal officers shall be collected by the Circle nodes.

The name of the Circle Nodal officer along-with designation, mobile number and email id may be sent to ITPC Hyderabad by **9th October, 2009**, along with copy to the respective Project Champions and M/s BCG.

Kindly note that Mr Sharanu Melmalgi (DGM – ITPC) has already been appointed as the Sancharsoft co-ordinator. He may designate his team members for resolving the issues specific to your circle.

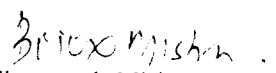
Data required

In order to begin rollout of Project Vijay, specific data from your circle would be required up-front. This data should be collected in each circle and provided to M/s BCG by **12th October, 2009**.

Annexure 2 below details the data required from each circle.

I look forward to your kind support and cooperation in making Wave 2 of Project Vijay a success in your circles.

With


(Bijoyananda Mishra)
G.M.(Product & Pricing - CM)

The CGMs

Chennai Telephones/ West Bengal/ Bihar/ Jharkhand/ Himachal Pradesh/ Chattisgarh/ Gujarat/ Madhya Pradesh/ Orissa.

Copy to:

1. Director – HR
2. GM – Corporate Restructuring
3. GM Products and Pricing – Consumer Mobility
4. GM Sales and Marketing – Consumer Mobility
5. M/S BCG