

Sales & Marketing-Consumer Mobility
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No. 4-48/2010-S&M-CM

Dated: 13 September, 2012

To

All Chief General Managers,
All Telecom. Circles/Districts,
BSNL.

Subject: BSNL Connecting Youth Campaign.

Much has been written about the India's demographic dividend. Youth in the age group of 15-34 years largely comprises of Indian consumer universe. This demographic fact has very important ramification for the Telecom business namely Mobile Services including Broadband, ADSL Broadband and Blackberry etc.

In view of the above it has been decided by competent authority to utilize the eve of BSNL Day/week celebration commencing from 1.10.12 to launch a country wide campaign for BSNL Connecting Youth.

It is, therefore, decided to conduct a written quiz contest amongst the college students at SSA level across the country to create awareness about the BSNL products and services and create a desire among the youth for subscription to these services. The contest shall be carried out before the BSNL Day in your circle and the prizes should be given during the BSNL Day/week celebration.

Details of the quiz contest are as follows:-

- 1) Entry is open and free to all college students. In case there is paucity of space for conducting the quiz for large number of participants, stipulation about the number of students per college could be decided and fixed at the SSA level.
- 2) Questions shall be asked on BSNL 3G data cards, BSNL mobile services, BSNL 3G, BSNL Blackberry and ADSL Broadband. The topics shall be conveyed to the students well in advance along with the website particulars of the BSNL so that students are acquainted about the various schemes and services of BSNL.
- 3) The quiz shall be a written test of multiple choice types having duration of 45 minutes and questioner shall be set by Head of SSA
- 4) The prizes shall be as follows:-
 - a) **SSA up to TDM level:** First Prize – One 2G Blackberry handset, the remaining 2 Prizes shall be 3.6 Mbps 3G Data Card with one month free trial of 1GB BSNL 3G data download.

- b) **SSA of GM level:** First prize- Two numbers of 2G Blackberry handsets, the remaining 3 prizes shall be 3.6 Mbps 3G Data card with 1GB of Data free for one month.
- c) **SSA of PGM level:** First Prize – Three numbers of 2G Blackberry handsets, 3G Data Card with 3.6. Mbps with 1GB Data free for one month – 7 numbers.

All the Telecom Circles/ SSAs shall use existing inventory for prize distribution subject to the following:

1. No purchase shall be allowed against this proposal for distribution of prizes.
2. Only longest pending Blackberry inventory of the circle to be utilized.
3. 3.6 Mbps Data Cards of Teracom make shall be allowed for the prizes.

Circles may print suitable posters for publicity of this competition and arrange to paste it in the college Notice Boards so that BSNL products and services are given due publicity. At the venue of the quiz competition efforts may be made to display the BSNL products and services for the information of the participants. Wide publicity of the campaign may be made through press note. Feedback about the SSAs which have completed the quizzes and distributed the prizes on the BSNL Day/ week may be sent to Addl.GM(S&M) at salescmhq@gmail.com.


(Upendra Bakolia)
Addl.GM(S&M-CM)