

Restructuring Cell
Room No.804, Bharat Sanchar Bhavan,
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Letter No BSNLCO-RSTG/20(11)/1/2025-RSTG

Date: 6.3.2025

To
All CGMs, Territorial and Non-Territorial circles.
All Unit Heads, BSNL Corporate Office

Sub: Rewards and Recognition for Performers - March 2025.

It is informed that CMD BSNL has designated March 2025 as the "**Revenue Month**" for BSNL. To maximize revenue during this period, all staff, regardless of grade, have been directed to actively contribute to revenue-generating activities, including new SIM sales, FTTH connections, enterprise business expansion, and collection of outstanding payments, with a sole focus on driving revenue-generation efforts.

Accordingly, in order to encourage all BSNL teams, I am directed to convey that **exemplary performance for the month March 2025 will be recognized and rewarded (R&R) as below:**

Table 1 – Chairman's trophy for Top Performing Zones/Circles/BAs

	Category	Criteria	Award
1	Best Overall Zone/Circle in zone/circle in category/BA in circle/BA in category	Composite index derived from Revenue growth, EBITDA, Sales, QoS, Customer Retention Rate (MNP/ Disconnection) etc.	Chairman's Trophy + certificate of merit
2	Best Sales Zone/Circle in zone/circle in category/BA in circle/BA in category	Composite index derived Sales of CFA, CM and EB sales achievements, Sales (lead converted to sales) Conversion Rate etc.	Chairman's Trophy + certificate of merit
3	Best Technical Zone/Circle in zone/circle in category/BA in circle/BA in category	Composite index derived from QoS, MTTR, minimum down time achievements etc.	Chairman's Trophy + certificate of merit

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Table 2 – CMD's Gold medal for Top Performing Employees (Sales)

	Category	Criteria	Award	One Time Honorarium
1	Top BBM (FTTH)	No of FTTH NTC (min 150 NTC), Upsell Success (e.g., additional services like IPTV or higher bandwidth plans sold with FTTH) etc.	CMD's Gold medal +Certificate of merit	Rs 5,000
2	Top SIM Sale (FM/RM)	No of Sims sales, Recharge value per SIM, etc.	CMD's Gold medal +Certificate of merit	Rs 5,000
3	Top EB sales (NAM/KAM)	Stage IV sales revenue, no of new EB customer added etc.	CMD's Gold medal +Certificate of merit	Rs. 10,000

All winners will be felicitated in Corporate Office and their achievements/performance will be celebrated with great pride on the official social media handles of BSNL!

This is issued with the approval of the competent authority.


Anita Johr
PGM Restructuring

Copy for kind information to:

1. PPS to CMD BSNL
2. PS to all Functional Directors.