

Corporate Marketing
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No.14-6/ 2012-Mktg

Dated: 21st September 2012

To,
The Chief General Manager,
All Telecom Circles/ Districts
BSNL

Sub: Activities to be carried at Telecom Circles/District level for celebration of BSNL day/week from 01-10-2012 to 07-10-2012.

It is decided by competent authority to celebrate BSNL Foundation Day on 01-10-2012. The activities to be carried during BSNL week i.e. w.e.f. 1st Oct to 7th Oct 2012, are as under-


Activities during BSNL week: -

- 1. Banners-** Banners on BSNL day are to be displayed in the CSCs & other prominent locations in the circles as decided by CGMs. Total banners to be used should be restricted to twice the number of CSCs in the circles. Creative for this shall be developed & uploaded on Intranet by corporate office
- 2. Hoardings-** Advertisements for promotional schemes, to be launched on BSNL day, should be displayed at the BSNL owned hoardings, for the flexes, which are due for change. Creative for the same shall be developed & uploaded on Intranet by Corp Mktg unit
- 3. Balloon's-** It is decided that balloons could be used in CSC's for the celebration of BSNL day. CGM's of all Telecom Circles/ Districts are authorized to spend Rs 500/- per CSC for decoration using balloons.
- 4. Print Ad-** It is decided that half page print ad dedicated to BSNL Day to be published on 1st October 2012 in national English & Hindi dailies. This activity will be carried out by the corporate office.
- 5. Radio Jingle-** It is decided that Radio ad campaign for 7 days shall be carried out in prominent FM Radio channels & Prasar Bharti during BSNL week by corporate office.

In view of above Circles/Districts are requested to carry out the BSNL week celebration w.e.f 01-10-2012 to 07-10-2012. All Efforts may be made to display the BSNL products and services during BSNL week celebration at CSC level.

The expenditure for the above activities is to be done from the allotted Marketing Budget 2012. The expenditure should be limited to a reasonable level without any ostentation. Lunch & Dinner etc need not to be arranged.

Feedback about the BSNL week celebration may be sent to DGM (CoM) at viveksingh30@bsnl.co.in by 15th October 2012 for appraisal of CMD.


(Vivek Singh)
DGM (Corp -Mktg)

Copy to,

1. PPS to CMD, for favour of information please,
2. Dir (CM)/ Dir (CFA) / Dir (EB)/ Dir (Finance)/Dir (HR) for favour of kind information please.
3. ED (Fin)/ ED (CA)/ ED (NB) for favour of kind information please.
4. Sr.GM CFA / Sr. GM (CM) / Sr. GM (EB-I) of BSNL Corporate Office for favour of kind information please.
5. GM BFC&I, for allotment of fund of Rs 50,93,500/- to circles & 1,23,76,000/- to Corporate office for celebration of BSNL day from the allotted Marketing Budget 2012-13.