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

No.: 24-30/2010-NWO(CFA) IN

Dated: 17 .3. 2011

To,

The Chief General Manager  
All Telecom Circles/ Districts

**Subject: Printing and Marketing instructions for Smart ITC and UITC Jeevan Saathi**

**Ref: (1) No. 3-1/2010-R&C [CFA] dated 16.3.2011 reg. Promotional Bundling Scheme "UITC JEEVAN SATHI Bundling Scheme"**

**(2) No. 3-1/2010-R&C [CFA] dated 16.3.2011 reg. Launch of Smart ITC Card on promotional basis**

Kindly refer to the above mentioned circulars. In this regard, I am directed to circulate the following -

1. The artwork for the UITC Jeevan Saathi is available under marketing downloads link (<http://mktg.bsnl.in/>) . In this regard, the printing on the backend of the card would be same as that of regular UITC.
2. The artwork for the Smart ITC is available under marketing downloads link (<http://mktg.bsnl.in/>). In this regard, the printing on the backend of the card is same as regular FLPP Prepaid over Postpaid. However the same is enclosed for your ready reference.

( V.K.SHARMA )

Dy. Manager (IN)

Enclosed: as above