

राकेश कुमार अग्रवाल

निदेशक (कन्ज्युमर मोबिलिटी)

बी.एस.एन.एल. बोर्ड

R. K. Agarwal

Director (Consumer Mobility)

B.S.N.L. Board

Dear Shri

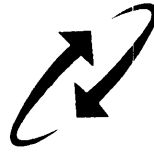
No. 53-94/2009-CMTS(Pt.)

Dated: August 21, 2009

I appreciate your proactive interest and involvement in the implementation of the Project Vijay in your Circle. There has been a remarkable progress in retailer survey over the last few weeks. You will agree that increased involvement at SSA level is critical to ensure success of Project Vijay. Accordingly -

- The SSA Heads may be asked to review the progress of Project Vijay in their SSA every week so that Market Retailer Survey is positively completed by end of August.
- Similarly, Project Vijay team in your Circle and SSAs may ensure to complete data entry of all retailers surveyed till 20th August into SancharSoft before end-August. Retailers surveyed after 20th August may be entered into SancharSoft by 10th September.
- The SSA Heads need to be reassured that the staff being posted for Project Vijay in the SSAs (SSA Sales Head, Franchisee Manager, Retailer Manager Coordinator and Retailer Managers) shall continue to work under the SSA franchisee/retailers for mobile products in their respective SSA. Any apprehension in the minds of SSA heads in your Circle that the Project Vijay team in the SSA will be transferred out of the SSA needs to be removed.
- In order to achieve the desired results and improve the professionalism of the staff, it is imperative to earmark certain personnel exclusively for this initiative. This will facilitate not only proper training (both class-room and on-ground) but also development of channel management skills with in BSNL. The key differentiator between BSNL and our competitors is the lack of dedicated sales/channel management workforce. Project Vijay is trying to bridge this gap.

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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

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It is also important that a regular review with all SSA Heads in your Circle is done. This Project Vijay review with all your SSA Heads should be done at least once every month. This will help in the following ways -

- Provide an opportunity to explain the overall concept, approach and plan for Project Vijay
- Help clarify any issues that SSA Heads may have
- Provide a forum for you to address issues at a SSA level in a focused way
- Help SSAs to learn from experiences of other SSAs
- Help drive deeper impact of Project Vijay.

With regards,

Yours sincerely,

(R.K. AGARWAL)

Shri
Chief General Manager,
Telecom Circle