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| **D K Behera.ITS**  **GM(MSD-CM)**  CTO Building 🕿 - 033-22435747(O)Fax No. 033 – 22435746 |  | **BHARAT SANCHAR NIGAM LIMITED.**  **(A GOVT. OF INDIA ENTERPRISE)**  **OFFICE OF THE CHIEF GENERAL MANAGER**  **WEST BENGAL TELECOM. CIRCLE,**  **CTO BUILDING, KOLKATA-700001.** |

Letter No: S-1/WBTC/MKTG/Staff/2013-14 Dated: 30th April’2014.

To

The GMT

Calcutta SSA

BSNL, West Bengal Telecom Circle.

**Subject: Special Drive to Increase of SIM Selling & New Connections.**

During year end review, it is analyzed that the growth of new Connections in 2013-14 was very poor even after launching of **free SIM schemes**. It was also seen that even if there are spare capacity, new connections are not satisfactory. In this situation it has been planned to have special drive and initiatives to increase SIM selling there by revenue.

It has been proposed that the AGM/SDE/JTOs of the field units be given additional function of Sales Manager functionality/monitoring in addition to their normal jobs to monitor and get involved in acquiring the new connections. A Pilot project/scheme **“Project BRAMA”** has been proposed under Hoogly district of your SSA for next Three months (May-July’2014). Based on the outcome of the pilot project the same may be replicated in other areas/SSAs. The detailed of the Pilot Project is enclosed in the Annexure-A. Any reward/award/incentive to these officers may be regulated as per the S&D policy-2012 or the BSNL guidelines issued from time to time.

Hope, this scheme will helps in bringing more new GSM connections as the free SIM scheme has been extend further. Any Camps/activities required for growth of new connections like brand visibility, SIM selling camps etc as a part of SSA marketing activities may also be initiated by the SSA.

Encl: Annexure-A: Salient points of the Pilot Project.

[D K Behera]

GM(MSD-CM)

Copy:

1. The CGMT, BSNL, WBT Circle.
2. The Sr.GM(NPD-CM), BSNL, WBTC.
3. The GM(Fin), BSNL, WBT Circle.
4. The DGM(NWOP-CM)/DGM(MKT), BSNL, WBT Circle.

**ANNEXURE-A**

**Pilot Project – Project BRAMA.**

**(BSNL Rural Alternative Marketing Activities)**

1. **Basis of the Project:**

During year end review of 2013-14, it was found that the growth of new Connections in was very poor even after launching of **free SIM schemes**. It was also seen that even if there are spare capacity, new connections are not satisfactory. The VLR figure was negative of about 1.12 Lakhs even after gross addition of 2.5Lakhs new customers in 2013-14.

1. **Salient points of the Pilot Project:**

* It has been proposed that the AGM/SDE/JTOs of the field units be given additional function of Sales Promotion & Monitoring in addition to their normal jobs to monitor and get involved in acquiring the new connections.
* The project will be named as **“Project BRAMA”.**
* The AGM will head the project in the field and will be called as **BRAMA Project Manager.**
* The SDEs working under him will be **Area Sales Promotion Managers**.
* The JTOs working under SDEs will be called **Sales Promotion Managers**.
* The TTAs/other BSNL Employees will be called as **Sales Associates.**

1. **Duties & Responsibilities.**

* The proposed “Project Grammen Sales” **complete team will be independent of the existing project Vijay team.** **At present, they will directly focused on monitoring of the DSAs channel only**. The existing SSA Project Vijay team/marketing will continue to monitor the franchisees and RDs.
* The AGM in charge will be head of the Project and responsible for overall promotion and monitoring of the project. He will monitor through field sales camps, visit and regular meeting with his team/DSAs. He will coordinate with BTS Operation team and Transmission team for any network related problems/issues. He will also coordinate with SSA Marketing team for any promotional material, inventory like SIM cards etc required for growth of sales.
* The SDE/SDOs working under the AGM will head their respective SDCA area/jurisdiction, promote and monitor the growth of sales, new connections to increases sales and revenue. They will also coordinate with BTS Operation team and Transmission team for any network related problems/issues.
* The JTOs working under the SDE/SDO will get direct involvement and monitor the growth of sales, new connections to increases sales and revenue.
* The TTAs/other BSNL employees will promote and monitor the growth of sales, new connections to increases sales and revenue.

1. **Selection of DSAs.**

* As at present, this project team will monitor the DSA channel only, they will coordinates with SSA marketing team/SSA head for early selection of DSAs as per the S&D Policy-12 of BSNL.
* The existing DSAs if any of the SSA will also be under this team to avoid dual monitoring at SSA level.

1. **Duration and Continuance of the Project:**

* A pilot project/scheme has been proposed under Hoogly district of Calcutta SSA for next Three months(May-July’2014).
* Based on the outcome of the pilot project the same may be replicated in other areas/SSAs.

Any suggestion for improvement of this scheme are welcome and can be sent to the GM(MSD-CM) so as to achieve the better growth as **“More new connections will only improve revenue earning”.**

Note: Any suggestion to improvement of the scheme may be mailed at beheradk1@fmail.com.

D K Behera.

GM(MSD-CM)