

Sr. GM (NWO-CFA),  
BSNL Corporate Office,  
Bharat Sanchar Bhawan,  
H.C.M Lane, Janpath, New Delhi-1  
Tel No 23714455, Fax No 23354549  
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भारत संचार निगम लिमिटेड  
(भारत सरकार का उद्योग)  
BHARAT SANCHAR NIGAM LIMITED  
(A Govt. of India Enterprise)

No.: 7-3-2015 PHM

Dated: 09-07-2015

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

Sub.:- Giving Vide publicity to “Night Free Calling ” and “Free PAN India roaming ” Schemes of BSNL – Conducting Press Conference for this purpose.

Kindly refer this office letter No. 7-3/2015/PHM dated 23-06-2015 (Copy enclosed) regarding the above mentioned subject. In this regard it is once again requested that vide publicity should be given to “ Night Free calling ” and Free PAN India roaming ” Schemes of BSNL by all possible means including Press and Audio/Video media.

Press conference Should be conducted at Circle as well as SSA level for this purpose and media persons should be appraised of in detail about the schemes and the facilities extended to the customers for getting restored their disconnected telephone connections. It is very important during these events the customers queries/doubts about these schemes should also be clarified in all means.

Press conference in this regard might have been conducted in most of the circles at Circle and SSAs level but details of the same is not yet intimated to this office except UP(East), Telecom Circle. The details of the same may kindly be intimated to this office by 10<sup>th</sup> July 2015 positively on email ID [nwocfa@bsnl.co.in](mailto:nwocfa@bsnl.co.in) / [nwocfa@gmail.com](mailto:nwocfa@gmail.com) or by FAX No. 011-23354549 in the following format.

Name of the Circle :-----

Sl. No	Name of the SSA	No. of Press Conference Conducted	Any other means utilized for Publicity and the number of event	Reason for not conducting the event.

  
(S.K.Mittal)  
Sr GM(NWO-CFA)

Copy to:

1. PPS to CMD BSNL for information please.
2. PPS to Dir(CFA) for information please.

GM (NWO-CFA)

Dy. No.....

Date.....

O/o Sr. G M (NWO-CFA)  
NWO-CFA Cell, Corporate Office,  
8<sup>th</sup> floor, Bharat Sanchar Bhawan,  
Janpath, New Delhi -110001  
Tel No 011-23714455,  
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भारत संचार निगम लिमिटेड  
(भारत सरकार का उपक्रम)  
BHARAT SANCHAR NIGAM LIMITED  
(A Govt. of India Enterprise)

No. 7-3/2015/PHM

Dated 23/06/2015

To,  
Chief General Managers  
All Telecom circles/Metro Districts.

**Subject: Giving Vide publicity to "Night Free Calling" and "free pan India roaming" Schemes of BSNL - Conducting Press conferences for this purpose.**

CMD BSNL desired that vide publicity should be given to "Night Free Calling" and "free pan India roaming" Schemes of BSNL by all possible means including press and audio/video media. Instructions in this regard have already been given in performance review meetings of various zones.

As all of us are aware that by introducing above schemes a huge revenue loss to BSNL is anticipated which can be compensated only by increasing active customer base either by adding new customers or by reconnecting the customers who have discontinued our services.

Press conferences should be conducted at circle as well as SSA level for this purpose and media persons should be apprised of in detail about above schemes and the facilities extended to the customers for getting restored their disconnected or under disconnection telephones. Their doubts/queries about these schemes should also be cleared.

Press conferences in this regard might have been conducted in most of the circles and SSAs. If it is not yet done kindly arrange the same within a week time and details of same may kindly be intimated to this office by 30<sup>th</sup> June 15 positively on email ID [nwocfa@bsnl.co.in](mailto:nwocfa@bsnl.co.in) / [nwocfa@gmail.com](mailto:nwocfa@gmail.com) or by FAX in following proforma:

Name of Circle:

No. of Press conferences conducted at Circle level with date.

No. of SSAs in the circle


No. of press conferences conducted by SSAs.


Details of SSAs where press conference not conducted with reason

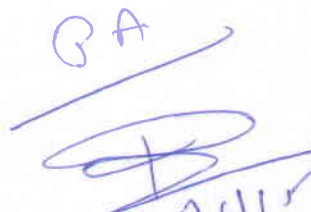
  
(S K Mittal)  
Sr GM (NWO-CFA)

Copy to:

1. PPS to CMD BSNL for information please.
- 2/ PPS to Dir (CFA) for information please.

  
Sr GM (NWO-CFA)

  
24/06/15

GA  
  
23/6/15