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

No. 27-24/2015/S&M-CM/58


Dated: 11.10.2018

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

Subject: "Active Festival Season" campaign by BSNL employees.

The current telecom market dynamics requires that we must provide seamless services to our esteemed customers. Keeping in view of coming festival season, it has been decided by the CMD that all officers of BSNL (including CMD, Directors, Circle Heads and their IFAs, SSA heads and their IFAs and all DGM level and above officers) should participate in "Active Festival Season" campaign during coming festivals "Dussehra" and "Diwali". Following Activities have to be accomplished during "Active Festival Season" campaign:-

- I. Visit CSC/ Retailers in vicinity of their location on the day of festival, interact with the retailers and convey them "Dussehra" and "Diwali" wishes on behalf of BSNL family.
- II. A certificate of excellence may be issued to Diamond and Platinum SIM selling retailers by Circle Heads/SSA Heads for recognition of their work on the occasion of this festival period.
- III. Circles should arrange Local Contests/ Competition during this period among SSAs/Staff / Channel Partners and may distribute Certificate/awards/incentives to encourage wider participation and increased sale.
- IV. All CSCs must be kept operational on the day of "Dussehra" and "Diwali" in order to convey the messages of "Service with a Smile" & "Be the Best" and to maximize the potential for sale during the festive season.
- V. Photographs of all the above activities may be sent to Corporate Office through email/ WhatsApp.
- VI. Proper Buzz of all the above activities may also be made on Social Media for creating awareness among the customers/channel partners.


(KARTIKEYA SINHA) 10/18
GM (Sales-CM)

Copy to:

1. CMD, BSNL for kind Information please
2. Dir.(CM) / Dir (CFA) / Dir(EB) / Dir(HR) / Dir(Fin.) BSNL Board for kind Information please