



Mktg/1 -61/ Promotional Schemes/2008-09/pt

dated the 25<sup>th</sup> April 2008

To

The Heads of all SSAs,  
Kerala Circle

**Sub: Marketing Prepaid connections through Employees- approval reg.:-**

Approval of CGMT, Kerala circle Trivandrum is hereby conveyed for implementing the scheme of marketing through employees to acquire some loyal customers for BSNL utilizing the good relationship and confidence of BSNL employee.

The Scheme detail is as below:

1. Every staff of BSNL who is willing to market BSNL Mobile prepaid connections may be given up to a maximum of **5 pre-paid SIM, free of cost.**
2. The cards will be issued to the Employees through his/her controlling Officer
3. The Employee can give these to his/her friends or relatives as gifts and convince them to take the BSNL connection
4. The Controlling officer will monitor the receipt of the applications and the activation of the connection
5. This is for a limited period of one month and the scheme should end by 31<sup>st</sup> May 2008.
6. The scheme may be implemented in consultation with IMPCS, Kerala Circle

A **Nodal Officer may be appointed in your SSA** to coordinate the process of distribution of SIMs and collection of application forms. He should keep an account of the SIMs distributed, SIMs on stock, applications received and connections activated, on a monthly basis. The Nodal Officer should intimate IMPCS, which in turn should intimate Marketing Cell of Circle Office about these details.

Proper direction may be given to the field units at the time of distribution of SIM.

(R.Anil Kumar)  
Dy.GM(BD&Mktg)  
O/o CGMT BSNL  
Kerala Circle  
Trivandrum-33

Copy to :

GM(O)/ PGM(F)/GM(TR) Circle Office, Trivandrum  
**All recognized unions/associations of BSNL, Kerala Circle**



Mktg/1 -61/ Promotional Schemes/2008-09/pt

dated the 7<sup>th</sup> June 2008

To

The Heads of all SSAs,  
Kerala Circle

**Sub: Marketing Prepaid connections through Employees- extension of period reg.:-**

**Ref : This office letter No. Mktg/1-61/ Promotional Schemes/2008-09/pt dtd 30-05-08**

This is in continuation of this office letter of even No. dated 30<sup>th</sup> May 2008 conveying the approval for extension of the Scheme till 20<sup>th</sup> June 2008. Following clarifications are issued regarding the scheme: -

Sl. No	Points	Clarification
1	In some SSAs, free SIMs are being issued to employees after submitting duly -filled application form for pre-paid connections. In that case what is the last date for issuing SIM ?	In such cases the last date is 20 <sup>th</sup> June 2008.
2	If an employ asks for more than 5 SIMs, whether Nodal Officer can issue additional SIMs to the Employee ?	In such case allow maximum up to 10 SIMs maintaining the average SIM per Employee utilized by each Nodal officer as 5.
3	Whether out station customers are allowed?	The Scheme is for gifting SIM to friends and relatives of Employees thereby acquiring more connections. Hence there is no SSA restriction for an employee gifting the free SIM in Kerala Circle

Feed back such as the total number of free SIMs activated in each SSA may be provided by the Marketing wing of the SSA to Marketing Cell of Circle Office on or before 30<sup>th</sup> June 2008.

Sd/-  
(R.Anil Kumar)  
Dy.GM(BD&Mktg)  
O/o CGMT BSNL  
Kerala Circle

Marketing Cell, BSNL  
Kerala Circle, O/o CGMT, PMG Jn.,  
Trivandrum-33, FAX -04712306999



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

Mktg/1-61/ Promotional Schemes/2008-09/pt

dated the 30<sup>th</sup> May 2008

To

The Heads of all SSAs,  
Kerala Circle

**Sub: Marketing Prepaid connections through Employees- extension of period reg.:-**

**Ref : This office letter No. Mktg/1-61/ Promotional Schemes/2008-09/pt dtd 25-04-08**

Approval of CGMT, Kerala circle Trivandrum was conveyed vide letter cited, for implementing the scheme of marketing through employees to acquire some loyal customers for BSNL, utilizing the good relationship and confidence of its employees. In some SSAs the commencement of the scheme was delayed and in all the SSAs the response from employees till today is remarkable. The scheme was announced till 31<sup>st</sup> May 2008. In view of the response from employees, CGMT is pleased to extent the Scheme till 20<sup>th</sup> June 2008 with the following amendments:-

1. The last date for issuing SIMs to the employees is 13<sup>th</sup> June 2008
2. The last date to return the duly filled application form or unused SIM to Nodal Officer is 20<sup>th</sup> June 2008
3. The Nodal officer, subject to the availability, can relax the restriction of Maximum free SIM allowed to an employee willing to market.

Feed back such as the total number of free SIMs activated in each SSA may be provided by the Marketing wing of the SSA to Marketing Cell of Circle Office on or before 30<sup>th</sup> June 2008.

Sd/-  
(R.Anil Kumar)  
Dy.GM(BD&Mktg)  
O/o CGMT BSNL  
Kerala Circle  
Trivandrum-33

Copy to :

*GM(O)/ PGM(F)/GM(TR) Circle Office, Trivandrum*  
**All recognized unions/associations of BSNL, Kerala Circle**