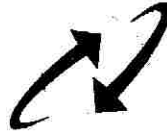


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भारत संचार निगम लिमिटेड  
(भारत सरकार का उद्यम)  
BHARAT SANCHAR NIGAM LIMITED  
(A Government of India Enterprise)

राजेश वधवा

निदेशक (सी०एफ०ए०)

Rajesh Wadhwa

Director (CFA)

DO. No. 64-104/2010-Project Udaan

Dated the 25<sup>th</sup> February 2011

Dear Shri ..... ALL CUM, Telecom Circle/Districts

Subject: Exclusive Sales Executive in Project 'Udaan'.

All Circles/SSAs were required to ensure that requisite number of *exclusive in-house sales persons* (other than DSAs etc.) are deployed *exclusively for sales activity* (not as additional work) *as per the norms* fixed and available on the site. Also, it was to be ensured that they should be all active i.e. sufficient portion of leads generated by various mechanisms are distributed to them electronically and converted into sales by them. They were expected to convert sufficient leads into assured sales and *average resultant sales per person for broadband were expected to be at least 25 per month*. This was supposed to result in additional broadband productivity besides that through the other conventional sales channels like CSCs, franchisees, DSAs etc. to meet the total targets. In case the number of persons to be deployed as per norms set in falls short of that required for the supplementary contribution required from 'Udaan' to meet total targets, some more persons than the norms should be deployed. In any case they should not be less than the norms for each SSA on the whole.

It is noticed that some of the Circles have yet not deployed full exclusive strength of sales persons. In some case the names and number of sales generated by each person as visible on site indicates that they are not exclusive. CGMs may be please personally scrutinize the lists of names, their productivity in the previous month and *ensure that requisite number of exclusive and active salesmen are deployed within a week*, if not already done so far, and confirmation be sent to Sr. GM(NWP-BB)/DGM(Udaan) of Corporate Office.

I shall review the status with the CGMs of those Circles after a week in whose Circles exclusive deployment is less than 75% of the norms or where the average productivity per sales person is less than 20 (for broadband connections).

With regards,

Yours sincerely,

[Rajesh Wadhwa]

Shri .....  
Chief General Manager,  
..... Telecom Circle,  
Bharat Sanchar Nigam Ltd.,  
.....