

General Manager(S&M)CFA  
Tamilnadu Circle,  
New CTS Building,  
16, Greams road,  
CHENNAI - 600 006.



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

To: All SSA Heads

No:Addl.GM(Udaan)/2010-11/

dated at CNI-6, 22<sup>nd</sup> January, 2011.

Sub: Sales & Marketing of CFA IN Services – reg.  
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Kindly find herewith enclosed a copy of the minutes of the meeting for improving the sales and marketing of IN services.

All the SSA Heads are requested to nominate AGMs (Udaan) and AGM/SDE (EB) to participate in the one-day WEBINAR which will be conducted by RGM TTC Chennai on 29/1/2011.

A core group at SSA level may kindly be formed comprising of AGM Udaan/AGM/SDE(EB) and AGM Network Operations to promote and improve the sales of IN services. '

It is found that most of the other circles are doing very good sales whereas Tamilnadu Circle's performance is very low. All SSA heads are requested to take necessary action to improve the sales of IN services.

(S.SUDHAKAR)  
Addl.General Manager,  
Project Udaan  
CHENNAI – 600 006.

Copy to:

1. General Manager(EB), Tamilnadu Circle, Chennai-8 for kind information please.

**MINUTES OF THE MEETING TO DESIGN WORKSHOP ON SALES & MARKETING OF IN SERVICES HELD IN  
THE CHAMBER OF GM(S&M-CFA ), CHENNAI AT 16.00 HRS ON 20/1/2011.**

The following officers were present:

S/Shri/Smt.

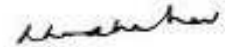
1. S.K.RADHA, GM (S&M-CFA ), CHENNAI
2. J.MAHINDRAKUMAR, GM (EB), CHENNAI
3. D.TAMILMANI DGM(HR) CHENNAI
4. S.SUDHAKAR ADDL.GM, ROM UDAAN CHENNAI
5. B.SRIRAMACHANDRAMURTHY Pr.RGM TTC CHENNAI
6. P.LOGANATHAN, DGM EB CHENNAI
7. V.VELAPPAN, DGM(S&M) CFA CHENNAI
8. BANGARU KRISHNASWAMY AGM(S&M) CHENNAI

The Proposal of holding a workshop on Sales and Marketing of CFA IN Services at RGM TTC Chennai to boost the sales of IN products was reviewed and the points discussed during the meeting are listed as follows:

1. The workshop was planned to be of one day duration with the first half consisting of modules on technology, various services and tariffs and the second half consisting of how to promote the services and to analyze practical difficulties and issues.
2. It was finalized that the workshop will be conducted through WEBINAR and all the participants from the SSAs (except Pondicherry, Vellore, Cuddalore) can participate from their office premises in the SSA through Broadband connection. Principal, RGM TTC has assured that there should not be any difficulty in organizing the WEBINAR. Participants from Chennai, Cuddalore SSA, Pondicherry SSA and Vellore SSA are only allowed to attend the workshop at RGM TTC Chennai. (Lunch will be provided on payment basis).
3. While deciding the target population of the workshop, it was finalised that AGMs Udaan in each of the SSA will be nodal officer and primarily in-charge for promoting all the IN services and AGMs/SDEs (EB) will be facilitating the promotional/sales activities. Hence, all AGMs Udaan, one officer from EB side from each of the SSA and AGMs/SDEs from CFA marketing/EB at Circle office level are to be nominated for the workshop.
4. GM (S&M-CFA) has already sent individual letters to the existing Corporate customers explaining the advantages of IN VAS services along with brochures on VPN (Virtual Private Network) and TFS (Toll Free Service). SSA heads should form a core group at SSA level comprising of AGM Udaan, AGM/SDE EB , AGM NWO to promote and improve the sales of IN services. One of the STLs under the AGM (Udaan) at SSA HQ may be identified for all co-ordination purpose. The

team members shall meet the existing Corporate customers as a follow up activity within couple of weeks.

5. To redress the IN services complaints/ issues and also to ensure availability of various recharge vouchers in all the BSNL outlets throughout Tamilnadu circle only one SDE and one JTO are available at GM (S&M-CFA), Chennai office. It is recommended that one more JTO/SDE may be posted which will improve the customer service and for better co-ordination with various units.
6. DGM(EB) Chennai will arrange to send the list of participants from EB units from circle office and SSA s to Addl.GM Udaan. Addl.GM Udaan will consolidate the entire participants from S&M-CFA units and EB units and it will be submitted to DGM (HR) and Principal RGM TTC.
7. The workshop will be conducted at **10.30 AM on 29/1/2011.**



(S.SUDHAKAR)  
Addl.General Manager,  
ROM, Project UDAAN  
CHENNAI – 600 006.

Copy to:  
All Participants.