

108, Corporate Marketing Unit

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

No.10-1/2011-Mktg

Dated: 30/8/2011

To,

All CGMs Telecom.

BSNL Circles/Metro Districts


Sub: Expenditure on Business Promotion & Marketing activities regarding.

Kindly refer to CMD BSNL DO. No.16-54/2011-B, wherein it was indicated that the head of Circles, alone may exercise the power under Business Promotion & Marketing activities. In this regard some Circles have indicated that SSA heads are not able to carry out expenditure on marketing activities at their level. The matter has been examined & it is clarified that the following procedure may be adopted for incurring expenditure on Business Promotion & Marketing activities.

SSA heads may submit a proposal of the marketing activities involved to the Circle head giving details of:-

- nature of the activity
- financial implication
- mileage/benefit accrued to BSNL
- product/services involved
- events/exhibition, if any
- any other relevant information

Heads of Circle may approve the proposal based on the merits of the case subject to the total budget allotted to the Circle. Further Circle heads may change the budget allocation from one head to another as per need and requirement of the Circle.


30/8/11

(D.K.Agrawal)
Addl.G.M (Corp.Mktg)

Copy to:-

(1)PS to CMD BSNL.

(2)Dir.(CM)/Dir.(CFA) for information please.