

Restructuring Cell, Corporate Office,
7th Floor, Bharat Sanchar Bhavan,
Janpath, New Delhi-110001
Tel No 23710400 / 23037137



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

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Dated: 27.08.2020

To
The Chief General Managers,
Territorial Circles.

Sub: Review of Scheme of reimbursement, facilities, awards, incentives for sales teams under project Sikhar

In view of current market trends and business requirements, the outsourcing based model in network maintenance and customer services has become the necessity for business growth. As such a new Unit has been proposed under Marketing which will look into the exclusive work of Partnership Management (PM). Further there is a need to latch on to the digital platform for Marketing and to harness the activities for Business Growth. Thus under Marketing, a Unit which shall provide and facilitate the marketing activities on digital platform and shall also create new business opportunities related to digital and IT based solutions and services is the need of the hour. Accordingly, in order to align the business model with the present competitive market scenario, the proposal for introducing new Unit under Marketing which will be called Partnership Management (PM) and Digital Marketing (PM&DM) is under active consideration by BSNL Management.

Partnership Management in general shall be responsible for developing and maintaining the company's policy, dealing with network maintenance, augmentation and customers delivery through franchisee or Business partners. The aim is to facilitate the franchisee and partners through better coordination and support with an aim to create a better service delivery. Similarly, Digital marketing managers in general shall be in charge of planning and managing marketing campaigns that promote company's brand, products, and services through digital platform. Their duties include planning campaigns, analyzing metrics, and identifying trends. They will typically have experience in art direction and social media. They shall also be responsible to create new business opportunities related to digital and IT based solutions and services. These shall be in addition to conventional marketing in practice.

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Presently BSNL is having sales scheme called Project Sikhar to promote and enhance sales under three business verticals. The existing scheme is obsolete and does not match the business requirement in the current market situation. So to review the scheme of reimbursement, facilities, awards, incentives for sales teams in CM, CFA and EB vertical under Project Sikhar, a committee has been formed to frame job description of Partnership Marketing and Digital Marketing Managers and revisit the existing scheme vis-à-vis the revised marketing structure under consideration as above. The said committee desired to call suggestions/feedback from Circles on following -

- a) **Framing of Job Description of Partnership and Digital marketing Managers**
- b) **KPI (key performance indicators) expected in the new structural framework under Marketing i.e. EB, Partnership Management and Digital Marketing aligning with current initiatives taken by business verticals and market requirement.**
- c) **To suggest on the parameters and KPIs to be considered for Project sikhar which enhances sales of the three business verticals and enhances performances**

Therefore, you are hereby requested to bestow your personal attention and send the desired information to this office via email to dmrestg@gmail.com within week's time.


(Manish Kumar)
GM(Restg/WS&I)