

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)

No. BSNLCO-RSTG/17(11)/1/2020-RSTG

Dated: 28-09-2020

To

**The Chief General Manager
Territorial Circles**

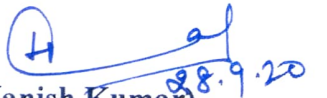
Sub: Calling for suggestions for preparing Job Details in respect of new created unit under marketing- PM & Digital Marketing and Review of scheme of Project Shikhar.
Ref: No. 4-20/2009 –Restg:-Vol.-III dated 27.08.2020

In reference to the letter no. cited above vide which it was requested to send the suggestions/feedback on Project Shikhar, but till now no such information has been received from any of the Circle.

2. Considering the Business requirement a new structure has been created under Marketing in BA issued vide letter No. 4-02/2014-Restg Vol. V(Pt.) dated 27.08.20. Further BSNL is having sales scheme called Project Shikhar to promote and enhance sales under three business verticals. The existing scheme 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 Shikhar, 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. 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 sikhhar which enhances sales of the three business verticals and enhances performances.**

Therefore, it is once again hereby requested to bestow your personal attention and send the desired information to this office via email to santosh.dahiya@bsnl.co.in/ dmrestg@gmail.com at the earliest.


(Manish Kumar)
28.9.20
GM(Restructuring)

Copy to :

1. DIR(HR)
2. PGM(EB-I), GM(NOW-BB&CFA-Mktg.),GM(Sales &Mktg.-CM)