

## **“BSNL AT YOUR DOOR STEP”**

### **Programme of Action for Sales & Marketing BSNL at your door step:-**

Meeting of AUAB was held on 04-07-2018 under the Chairmanship of Com. Prahlad Rai, G.S. AIBSNLEA. The meeting discussed the revenue decrease in BSNL with almost seriousness. Since it has bearing on all financial aspects of staff and Company. To overcome the situation, the need of the hour is to boost the sales and marketing. There by revenue collection of the Company can be improved. The meeting decided to implement the following action plan. The meeting was attended by Com. Chandeshwar Singh G.S. and Deputy G.S. Com. K.S. Sheshadri NFTE (BSNL).

- (I) To call upon the employees to observe "BSNL AT YOUR DOORSTEP" movement, till the end of the current financial year, to reach out to the public, for boosting BSNL's sales and revenue.**
- (II) To form separate committees, consisting of the employees at circle and district levels, for intensifying the marketing of FTTH, broadband, leased lines, and mobile.**
- (III) To call upon each employee (other than those who are posted in the marketing), to dedicate at least a day in a week, for marketing activities.**

**All Circle Secretaries and District Secretaries are requested to associate with Circle Secretaries and Distt Secretaries of respective Circle and District of AUAB to initiate coordinated action plan to implement the programme on top priority. Kindly send consolidated report to CHQ for monitoring on weekly basis. So that the desired goal can be achieved effectively.**

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