

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:3706
ANSWERED ON:19.04.2010
OPERATION VIJAY OF BSNL
Meghwal Shri Arjun Ram

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether any campaign called `Operation Vijay` was launched by Bharat Sanchar Nigam Limited (BSNL) between August and September 2009;
- (b) if so, the details thereof including the objectives of the said campaign; and
- (c) the duration of the said campaign and the number of retailers and PCO both-holders under the Rajasthan Circle who were contracted in this regard and the major problems pointed out by them?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI GURUDAS KAMAT)

(a) to (c): Madam, a project with name `Project Vijay1` was launched by Bharat Sanchar Nigam Limited (BSNL) in Rajasthan along with 11 other circles in July 2009. BSNL launched this initiative in order to strengthen `Sales & Distribution` for its `Consumer Mobility` business. Objectives of the Project Vijay were as following;

- # Build distinctive channel management capabilities;
- # Expand retailer reach of BSNL mobility products;
- # Arrest sales troughs and increase baseline sales momentum.

As part of Project Vijay, approximately 57,000 retailers (including PCO holders) were contacted in Rajasthan Circle. This exercise was conducted to include them in BSNL channel network so that BSNL product can also be made available at their outlets and most of the retailers surveyed were interested in selling BSNL products. Based on survey, it was found that the availability of the SIM cards and recharge coupons with the retailers was not satisfactory and required improvement.

Initiatives & Timelines: Several initiatives were launched under this project. Following are the details of those initiatives along with timelines wherever applicable:

Creation of Channel Management Team (CMT): A channel management team comprising of 318 BSNL employees from 24 SSAs of Rajasthan was created. Several new roles e.g. Franchisee Manager, Retailer Manager, Retailer Manager Coordinator, SSA Sales Head, Circle Nodes, Rollout Manager were created and responsibilities were defined for each role. Primary responsibility of this team was to drive implementation of Project Vijay in Rajasthan circle. Team members were trained on objectives and design of the project. Team creation and training was carried out from July 2009 to September 2009.

Market Retailer Survey: BSNL teams carried out survey in the market to identify telecom retailers. Approximately 57,000 retailers were surveyed across Rajasthan and data of these retailers was uploaded on SancharSoft, BSNL`s inventory management software. Market Retailer Survey was conducted between August 2009 to September 2009.

Field Implementation: BSNL`s channel management team started working on ensuring that all surveyed retailers have BSNL products at their outlets, retailers are regularly served by franchisees appointed by BSNL and any issues or complaints by retailers are addressed. This is an ongoing activity.