

Sales & Marketing-CM

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

No. 27-16/2011-S&M-CM

Dated: 26.07.2011

To

The Chief General Manager
All Telecom Circles/Districts
BSNL

Sub: Look-after / Migration relaxation in Sales & Distribution Policy 2009.

It has been reported by field units that the arrangement of looking after of vacant Franchisee Territories for a limited period of 3 months is proving to be futile as Franchisees are not committal and hence do not work seriously. The Sales & Mktg.-CM cell in BSNL Corporate Office has already initiated the process for revision of Franchisee S&D Policy 2009 and this aspect is going to be taken care in that.

It is observed that despite lots of efforts by circles, limited number of territories could be filled & many of them are still under lookafter arrangement. Availability, penetration and reach of BSNL products/services will be affected further after expiry of existing look after arrangement i.e. beyond 30.09.2011. Considering urgency, competent authority has approved the following:

1. Look after arrangement for vacant territories after 01.10.2011 may be given for one year with signing of agreement and obtaining suitable Bank Guarantee. After expiry of 6 months of look-after arrangement, performance be evaluated as per guidelines contained in the letter no. 27-9/2010-SM-CM (Pt.-II) dated 01.04.2010. If performance is up-to the mark then the territory may be migrated on regular basis for the balance period. i.e. (3 years minus period of looking after done).
2. In case the performance of look-after territory is not up-to the mark then following procedure may be followed to fill up vacant territories after atleast one EOI.
"An empowered committee of three officers headed by JAG level officer with one finance member may be allowed to recommend the name and proposal from the prospective franchisees by visiting their premises on the basis of eligibility criteria mentioned in the last EOI. The recommended franchisee may be considered for approval by SSA head of the level of SAG or above. In case of SSA headed by TDE/ TDM, it may be considered and approved by SAG level officer nominated by the CGM.
3. The condition for award of maximum 2 territories to a franchisee in a circle is hereby relaxed up-to maximum 3 numbers.
4. The maximum limit on number of territories within SSA to a franchisee is also relaxed upto 50% of total territories in SSA or maximum 3, whichever is lower..

(Upendra Bakolia)
DGM (S&M)-CM