



# SANCHAR NIGAM EXECUTIVES' ASSOCIATION KERALA CIRCLE

(Recognised Majority Association of Executives in BSNL)

SNEA Bhavan, Dharmalayam Road, TVM-695001

## Circle President

George Varghese  
DGM(OP &Mktg)  
Ernakulam. 944716900 (M)

## Circle Secretary

T.Santhosh Kumar,  
SDE (Mktg), Manacaud,  
Trivandrum. 9446072525 (M)

## Circle Treasurer

G.Premkumar,  
SDE(Mktg), Vellayambalam,  
Trivandrum. 9447102277 (M)

No:- SNEA/KLA/CGM/2016-17/154

dtd at TVM, the 07-11-2017

To

The CGMT,  
BSNL, Thiruvananthapuram,  
Kerala.

Sub:- Suggestions for S&D Policy reg:-

Respected Sir,

We would like to submit the following suggestions for the new S&D Policy, which is expected to be formulated soon.

1. Existing S & D policy gives undue weightage for the existing franchisees, hence existing franchisees are monopolised the business and scope for fresh blood having varied experience is curtailed.
2. Turnover:  
Higher marks are awarded for bidders having more total business turn over during selection process. Even though this will ensure financial soundness of the bidder, from experience it is found that as these bidders are having many other activities they are not concentrating in improving BSNL business. Instead of giving weightage for the total turnover of the bidder, weightage may be given who can assure higher turnover for BSNL business.
3. Franchise Area:  
At present, the franchise areas are very wide and it is suggested to have more franchisee areas taking into account the number of BTS/population/ competitive market etc . Circles may be given full authority to decide the franchise area taking the above aspects into consideration.
4. Target setting/ Performance management:  
Though targets are set, achieving 50% is set as cut off for imposing penalties. Further the penalty is capped at 2.5% of the PBG, by which the maximum penalty is Rs7500/- which is a meagre amount for a franchise carrying out a business to the tune of more than 1Crore in a month.
5. Discount and Commission:

At present the commission against sale is fixed one by which there is no motivation for higher sale as well as there is no deterrent clause for the reduced sale. Commission structure may be made dynamic (variable) based on the target set and its achievement (ie. In case the franchisee is able to achieve 10% above the target set, 10% enhanced commission may be allowed). Similar principle may be applied for SIM activation too.

6. At present, the 70% of the CAF commission is to the franchisee and 30% to retailer and the total CAF commission is paid to the franchisee, it is likely that the franchisees may not pass this commission to the retailer. Further under the ekyc activation, even though there is no work involved for the franchisee, 70% of the CAF commission is paid to the franchisee. It is suggested to pay 70% of the CAF commission to the retailer directly into his ctopup sim.

7. FOS Commission:

At present the FOS commissions are paid to the franchisee and there is a suggestion from the field units for paying this FOS commission to the FOS ctopup directly to motivate FOS.

**Sincerely Yours**



**T Santhosh Kumar**  
**Circle Secretary**  
**SNEA, Kerala Circle.**

Copy to :-1. PGM(Finance), O/o CGMT, Trivandrum

2. GM(HR), O/o CGMT, Trivandrum