

Sales & Marketing-CM  
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भारत संचार निगम लिमिटेड  
(भारत सरकार का उपक्रम)  
BHARAT SANCHAR NIGAM LIMITED  
(A Govt. of India Enterprise)

No.

Dated: 09-09-2021

To,

The Chief General Manager,

ALL Telecom Circles / Districts

BSNL

Sub: - Engagement of Apprentices for Sales Activities.

Reference:

- (i) No. 12-1-2007/ Trg : dated : 19-09-2007
- (ii) No. 12-1-2007/ Trg : dated : 17-12-2007
- (iii) No. 12-1-2007/ Trg (Vol-III): dated : 22-06-2016
- (iv) No. 12-1-2007/ Trg (Vol-IV): dated : 28-09-2016
- (v) F. No 1/36(3)/2019-LS-II dated : 23-09-2019
- (vi) "The Gazette of India", No. 561: dated 25 September 2019

To give thrust on SIM sale, MNP, IN revenue, mobilize the sales & marketing activities and to revive the retail network, Competent Authority has approved the engagement of Apprentices under Apprentice Act for Sales & Marketing-CM.

In this regard circles must follow the instructions as given below:-

- I. To ensure transparent engagement process, the application shall be invited through a portal from the candidates who are meeting the prescribed qualification. The selection process is to be well defined.
- II. For any queries regarding portal for inviting applications, budget for payment to apprentices, reimbursement from concerned authority etc, all telecom circles/districts must directly communicate with Training Cell, BSNL CO.
- III. General Guidelines for Engagement of Apprentices for Sales and Marketing Activities is attached as Annexure. Performance matrix of Apprentice and numbers of Apprentice to be engaged, as per category of BA are also available with the guidelines.
- IV. Performance monitoring as per KPI shall be ensured and monthly report shall be submitted.
- V. Training cell, BSNL CO shall also prescribe a mechanism to ensure that BSNL receives the due reimbursement & that KPIs are monitored. To begin with, budget as available with Training/HR is to be utilized.
- VI. Circles may refer to the letters mentioned under reference above and must also comply with the other instructions issued time to time by Training cell, BSNL CO in regards of engagement of apprentices in BSNL.

V.K. Sharma  
Vijay Kant Sharma 10/9/2021

DGM (S&M-CM)

Copy to:

- I. CMD, BSNL Board for information please
- II. Dir.(CM) / Dir. (Fin)/ Dir. (HR) BSNL Board for information please.
- III. GM (Training), BSNL CO, for further required necessary action please

## **Guidelines for Engagement of Apprentices for Sales & Marketing–CM Activities**

The performance in CM vertical of circles has been affected to a large extent because of shortage of manpower after VRS. The revenue, monthly SIM sales, MNP performance etc are negatively affected with respect to that of last year owing to various reasons like saturation of mobile network, High competition and high tele-density. Even though BSNL has many disadvantages over the private competitors, the performance can be improved if sales and marketing activities are improved. It is the need of the hour to focus more on sales and marketing for which minimum manpower requirement is to be arranged. Consequent to the large scale VRS there is a considerable reduction in manpower in the retailer management chain and hence proper follow up of sales activity is not happening right now.

Hiring of Apprentice Trainees from technical stream may have given some relief in this field. Similarly to boost the Sales & Marketing activities, hiring of Apprentices under Apprentice Act in non-Technical stream may be done.

**Guidelines for Engagement of Apprentices for Sales & Marketing–CM Activities are as given below:-**

### **A. Following activities may be carried out through these Apprentices:**

#### **I. Retailer network management :**

- a. Visit to retailers
- b. Adding new retailers,
- c. Enhancing the retailer category,
- d. Monitoring of retailer's stock balance and timely recoupment etc
- e. Educating retailers on new plans, incentives and plus points of BSNL
- f. Guiding the FOS on proper route mapping

#### **II. Marketing and Sales Activities:**

- a. Focused marketing and sales activity in under-utilized BTS areas like Very low traffic BTSs and further sector wise attempts also.
- b. Organizing Melas/camp to boost the SIM sales.

#### **III. MNP related Activities:**

- a. BA wise OBD dialing to retain subscribers who have generate UPC
- b. BA wise OBD dialing to bring port out customers back.
- c. Improve port-in performance by projecting new offers and benefits dialing to other operator customers.

**IV. Dialing to subscribers:**

- a. Bringing inactive customers and GP II customers to active state by dialing out those customers.
- b. Dialing on alternate contact numbers of those customers who are not attached to VLR.
- c. FRC pending and pre-active customer list are periodically taken at Circle level and given to BAs for making them Active by contacting the customers on their alternate numbers.
- d. Contacting the prospective customers who register their interest in our website for new connection and port-in.

**V. Business intelligence:**

- a. Gather Business intelligence competition activities and also business done by retailers for competitors.
- b. Intelligence capture on specific competitors e.g. new product launch, new scheme, new pricing along with feedback of particular retailer.

**B.** Circles must also ensure the reimbursement of stipend from concerned authority, if any, as per the Apprentice Act.

**C.** All the interns will be monitored on weekly basis at BA/CIRCLE level and non performers required to be parted out in accordance with the Apprentice Act.

**D.** Performance Matrix to be followed for monitoring of Apprentices is as given below:-

Score Category	Performance Area 1		Performance Area 2		Performance Area 3		Performance Area 4		Performance Area 5	
	Visit to POS of allotted Area in the week		Increase in SIM sale from last week w.r.t weekly Average sale of Last Month SIM Sale		Increase in CTOPUP sale from last week w.r.t weekly Average sale of Last Month CTOPUP sale		Increase in POS (Addition of New POS) in the week w.r.t to total POS		Mela/Camp organized for SIM sale in the week	
	Parameter	Score	Parameter	Score	Parameter	Score	Parameter	Score	Parameter	Score
<b>Category I</b>	< 70%	0	< 2%	0	< 2%	0	< 1%	0	0	0
<b>Category II</b>	70% to < 80%	5	2% to < 4%	5	2% to < 4%	5	1% to < 2%	5	1	5
<b>Category III</b>	80% to < 90%	10	4% to < 7%	10	4% to < 7%	10	2% to < 3%	10	2	10
<b>Category IV</b>	90% to < 95%	15	7% to < 10%	15	7% to < 10%	15	3% to < 4%	15	3	15
<b>Category V</b>	>=95%	20	>10%	20	>10%	20	>=4%	20	4	20

**E. Assignment of value of Performance Area for Performance Matrix:**

- a. **Visit to POS of allotted Area in the week:** Based on the total number of POS in the BA and available RMs (Retailer Managers), BA shall define the POS under the Apprentice on pro-rata basis.
- b. **Increase in SIM sale from last week w.r.t weekly Average sale of Last Month SIM Sale:** Based on the total SIM sale of all the POS assigned to the Apprentice, base target of SIM sale shall be calculated and assigned by the BA.
- c. **Increase in CTOPUP sale from last week w.r.t weekly Average sale of Last Month CTOPUP sale:** Based on the total CTOPUP sale of all the POS assigned to the Apprentice, base target of CTOPUP sale shall be calculated and assigned by the BA.
- d. **Increase in POS (Addition of New POS) in the week w.r.t to total POS:** To be calculated based on the Point (a) above.
- e. **Mela/Camp organized for SIM sale in the week:** As per the performance Matrix.

**F.** In case an Apprentice has achieved total score of less than 50 for 4 weeks, action for termination of his/her apprenticeship may be taken by Circle in accordance with the Apprentice Act.

**G.** Circle wise Status of BA is attached as Annexure-I

**H.** Proposed Apprentices per BA is attached as Annexure-II

**Category wise BA****Annexure-I**

1.	Category 1- Very Large BA: BA with revenue more than Rs. 250 Cr and this shall be headed by PGM level officer/Executive (5 BA-Bangalore, Hyderabad, Pune, Ernakulum & Ahmedabad)- (5 BA)
2.	Category 2- Large BA: BA with revenue 125-250 Cr or and quite large Geographical area, high business potential i.e. tier-2 cities, state capital having revenue > 80 Cr etc. (25 BA)
3.	Category 3- Medium BA: BA with revenue >50 Cr and <1-25 Cr and not in the list of category 3 &4 - to be headed by Sr. GM /GM level-Executives/ officer (63 BA)
4.	Category 4 - Small BA: BA with revenue <= 50cr - to be headed by Sr. GM /GM level Executives/ officer (65 BA)

Circle	Category wise BA				Grand Total
	1	2	3	4	
Andhra Pradesh		3	5	2	10
Assam			1	4	5
Bihar		1		4	5
Chhattisgarh			1	2	3
Gujarat	1	1	5	2	9
Haryana		1	4	2	7
HP			1	4	5
J&K		1	1	1	3
Jharkhand			1	2	3
Karnataka	1	2	5	1	9
Kerala	1	6	4		11
M.P.		1	1	6	8
Maharashtra	1	1	8	4	14
NE-I			1	2	3
NE-II				3	3
Odisha		1	1	5	7
Punjab			3	4	7
Rajasthan		1	4	3	8
Tamilnadu		5	6		11
Telangana	1		4		5
UP (East)		1	4	4	9
UP (West)			1	4	5
Uttaranchal			1	2	3
West Bengal			1	4	5
<b>Grand Total</b>	<b>5</b>	<b>25</b>	<b>63</b>	<b>65</b>	<b>158</b>

## Annexure-II

**Proposed Apprentice per BA for S&M-CM Activities**

Category of BA	1	2	3	4
Proposed Apprentice per BA	6	5	4	3

**Circle wise proposed Apprentice for S&M-CM Activities**

Circle wise Proposed Apprentice	Category wise BA				Grand Total
	1	2	3	4	
Andhara Pradesh	0	15	20	6	41
Assam	0	0	4	12	16
Bihar	0	5	0	12	17
Chhattisgarh	0	0	4	6	10
Gujarat	6	5	20	6	37
Haryana	0	5	16	6	27
HP	0	0	4	12	16
J&K	0	5	4	3	12
Jharkhand	0	0	4	6	10
Karnataka	6	10	20	3	39
Kerala	6	30	16	0	52
M.P.	0	5	4	18	27
Maharashtra	6	5	32	12	55
NE-I	0	0	4	6	10
NE-II	0	0	0	9	9
Odisha	0	5	4	15	24
Punjab	0	0	12	12	24
Rajasthan	0	5	16	9	30
Tamilnadu	0	25	24	0	49
Telangana	6	0	16	0	22
UP (East)	0	5	16	12	33
UP (West)	0	0	4	12	16
Uttaranchal	0	0	4	6	10
West Bengal	0	0	4	12	16
<b>Grand Total</b>	<b>30</b>	<b>125</b>	<b>252</b>	<b>195</b>	<b>602</b>