



A meeting was held on 26.09.2011 at 9<sup>th</sup> floor conference room, Bharat Sanchar Bhawan New Delhi under the chairman ship of Shri Anil Jain Sr. GM (NWP-BB) BSNL C.O. with the CM and recently appointed CFA franchisees, as per the list of participants at Annexure-A, to discuss the following issues :-

- A. Impact of revised franchisee commission structure for CFA products.
- B. Modifications in CFA franchisee EOI so as to make it successful.
- C. Unavailability of Broadband CPEs in field units.

Point wise details of discussion are as follows: -

- 1) At the outset, DGM (S&M-CFA) impressed on the franchisees about the importance of new CFA franchisee EOI and revised franchisee commission structure for CFA products through a PowerPoint presentation. Franchisees expressed satisfaction with the revised amount and schedule of commission payment, but expressed their dismay at lack of awareness of the revised commission structure among concerned field staff and demanded that the payment due to them should be released timely.
- 2) CFA franchisee from Agra territory of UP (West) circle suggested for provision of retention bonus or any other type of incentive to franchisees for retention of connections booked by him.
- 3) All the CM franchisees observed that there has been no effort on the part of field units to sell CFA products through them. There has not been any meeting with senior field management in order to discuss strategy for selling CFA products and they are not been provided any targets in this regard. ( Action to be taken- All the CGMTs to hold a meeting with CM franchisees for pushing selling of CFA products through them within next 15 days)
- 4) CFA franchisees observed that sales targets are set for them without any discussion. ( Action to be taken- Field units to have periodic discussion with newly appointed CFA franchisees)
- 5) Franchisees from Calcutta informed that they are required to deposit customer application forms at respective exchanges, which makes the operation cumbersome for them. Also they have to pursue the pending applications with respective Commercial officers for issue of OBs resulting in overall delay in provisioning of connections. There is no uniformity in requirement of documents to be submitted with CAFs in different exchange areas. They asked for centralized authority in the SSA for application submission, claim and payment of commission of the franchisees. ( Action to be taken- Nodal officer be nominated in each SSA(preferably DE(S&M-CFA)) for single point interaction with franchisees for sale of CFA products)

- 6) Franchisees also asked for list of feasible and non feasible areas w.r.to landline and Broadband connections along with area wise likely timeline for provisioning of the connection, so that they customers can be informed beforehand. ( Action to be taken- List of feasible areas to be provided to franchisee on fortnightly basis)
- 7) Franchisees requested for provision of CDR terminal with viewing and connection booking rights to them so that they can themselves check status of booked landline/Broadband connection and also book or register new connection from their premises. The claim of the franchisee is payable to them after deposit of bill by the customer as per payment schedule of the commission. The terminal shall enable them to view the status of bill payment by the customer and they shall pursue with the customer in case of non-payment. ( Action to be taken- IT-CFA wing to examine the request regarding feasibility)
- 8) All the franchisees asked for permission for taking bill payment from the customers on commission basis. Franchisees were agreed to submit additional bank guarantee to securitize it. Franchisee from Muzaffarpur, Bihar complained that the terminals enabling bill payment by the customers from his premises has been discontinued after implementation of CDR in the SSA. ( Action to be taken- CFA-Fin wing to examine it after the same is feasible from CDR point of view)
- 9) Franchisees asked for provision of some incentive for them in case of conversion of existing monthly billed customer into annual payment scheme. ( Action to be taken- S&M-CFA, BSNL CO)
- 10) They also suggested to start scheme of vanity numbers in Landline, implementation of single CAF for different CFA services i.e. Landline, Broadband and VAS, waiver of installation charges in case of customer owned modems. ( Action to be taken- CS and S&M-CFA, BSNL CO)
- 11) CFA franchisee from Kunnur gave a PowerPoint presentation highlighting his efforts and also asked for publicity material by BSNL for fifteen points of presence that he planned to establish. ( Action to be taken- S&M-CFA)
- 12) Franchisees pointed out acute shortage of Broadband CPEs in the field hampering the provisioning of Broadband connections. Sr. GM (NWP-BB) pointed out that BSNL CO has recently launched a number of incentives i.e. waiver of installation charges, additional free downloads allowed for customer owned modems and that ADSL CPEs are easily available in the market.

  
**(Jitendra Kumar)**  
**DGM(S&M-CFA)**

- Copy to: 1) Dir (CFA) for kind information Please.**  
**2) The CGMTs – All the Territorial Circles – For Necessary Action.**  
**3) All the CM /CFA Franchisees.**

**Annexure-A**

**List of Participants**

**BSNL**

Sl. No.	Designation	Name of Officer
1	Sr. GM (NWP-BB)	Mr. Anil Jain
2	DGM (S&M-CFA)	Mr. Jitendra Kumar
3	DM (S&M-CFA)	Mr. Ankur Sharma
4	AM (MIS-BB)	Mr. Hemant Jain

**Franchisees**

Sl.No.	Name of Franchisee	Name of Person
1	NAJA Communication	Mr. Sajith Kumar
2	NAJA Communication	Mr. Shaji P.K.
3	Happy Sales Agencies	Mr. Tanish Singh
4	Goyal International	Mr. Sanjay Goyal
5	Bhartari Tea Co.	Mr. Prateek Tayal
6	Dogra Communication	Mr. Pankaj Dogra
7	Piyush/Steel India	Mr. Piyush Arora
8	Mahalaxmi Sales Corp.	Mr. Pramod Goyal
9	K.K. Electrotrade	Mr. K.K. Bansal
10	SGBL (India ) Ltd.	Mr. Shankar Gupta
11	Hiltake Elec. (Pvt.) Ltd	Mr. Bimal Jain
12	International Telecom Network	Mr. Abhay Kumar Pandey
13	Shiv Candle Industries	Mr. Niraj Shrivastaava