 **SANCHAR NIGAM EXECUTIVE ASSOCIATION (INDIA)**

**WEST BENGAL CIRCLE**

**Room no-14(1st floor),Raniganj Coal House,3A, Chowringhee place**

**Kolkata-700013, phone-2228-8955/3434**

## Ref. No. WBTC/HQ/2014-15/CM-1 Dated at Kolkata, the 30.09.2014

To

The CGM/ WBTC,

Council House Street,

Kolkata – 700 001.

Sub :- **Enhancement of CM Sale in WBTC by utilizing our own man-power & inactive Retailers.**

Respected Sir,

We welcome you on behalf of our association in your new assignment as CGM/WBTC and we hope every measure would be taken by you for the development of WBTC in all respect. On priority basis, special importance to be given for BTS maintenance and sales &marketing of CM products as we earn more than 50% of total revenue of WBTC from CM vertical. But we have observed revenue from CM vertical may be enhanced if suitable selling agent in the name of Retailer/DSA/RD/Own man power is engaged for selling our CM products in each and every place covered by our network. It is learnt that one BTS covered nearly 15-20 villages. **But it is very unfortunate to observe that about 600 BTSs(2G) out of 2418 BTSs(2G) in WBTC have not a single retailer. Another 600 BTSs having only 1 to 5 retailer/BTS. In WBTC we are virtually earning revenue from CM vertical only from 50% of our working BTSs.** If proper measures in respect of maintenance of BTSs can be taken to make the BTSs air-on and suitable man power(at least 20 POS/BTS) is provided, the revenue from CM vertical in WBTC may be doubled. In this context it may be mentioned that we have conducted a seminar at TI hall, CTO, on 26.03.2014 in presence of the then CGM,WBTC and all other Sr GMs and DGMs of different verticals to have some proposals for improving our sales and marketing activities as well as overall growth of WBTC in all respect.

Regarding sales and marketing sector our analysis shows that our neighboring circle Orissa achieved 125% of its target where as we have achieved below 50%, though we have much more resources in respect of infrastructure, franchisees, retailers, etc, compared to that of Orissa. In spite of the above fact our revenue from CM is 50% of the revenue of Orissa circle, because we have less number of active retailers i.e. about 20000 out of 53000 enlisted retailers where as Orissa circle having active retailers more than 40000 out of 50000 enlisted retailers. **It is observed that out of 20000 active retailers only2200 retailers are active for SIM selling for entire West Bengal.** In this regard it is to be mentioned that out of 62 Franchisees working in WBTC a major number of Franchisees are selling SIMs on their own but not by their retailers. Only for this reason for last few years there is no positive customer growth in WBTC as **we are loosing1000 customers per day whereas we are adding only 500 per day.** We are having only 132 CSCs in WBTC. The performance reports in respect of SIM selling is that 1/3 rd customers are being directly activated through our CSCs. Calcutta SSA and some other SSAs of WBTC achieved only 30% and less of its SIM-selling target because number of SIM activating retailers is about 4% of total enlisted retailers . Supervision and monitoring over Franchisees are not being done properly and their performance is far below the benchmark. Some measures to be taken so that Franchisees are compelled to increase SIM activating retailers as per corporate office guidelines for each and every BTS area. Due to this reason our potential market is going out of our hand. This could not being managed properly by our SSA sales team with skeleton marketing staff.

Out of the 62 Franchisees maximum are non-performers and do not elevate the business up to the benchmark. A very few of them perform well which contribute in bringing business up to the mark .These Franchisees may be given extra responsibility to look after additional areas of the non-performers besides their own area. **Here it is relevant to mention that more than 50% of the income comes from e-distributers who are selling C-Topup outside West Bengal. If, due to any reason, these e-distributers cannot fulfill the target, the result will be disastrous as per revenue of WBTC CM sector is concerned.**

It is observed that more than 80% of our man power in different categories are being utilised in a very non productive vertical that is in CFA. In WBTC the no of land lines are decaying every day .The only hope for WBTC growth and development exists in CM ,EB and BB out of which we can earn remarkable revenue. We proposed to GM/MKT just after our seminar to utilize our own manpower in sales and marketing for CM products in parallel to our franchisee/retailer network. GM/MKT issued a order regarding deployment of our own manpower in sales and marketing for CM products in the name of BRAMA project as pilot project to be implemented in CAL-SSA re-designating the field AGMs/SDEs/JTOs/TTAs against Sales & marketing activities in addition to their normal work as they could better manage the territory of DSAs and inactive retailers with their full staff strength within their jurisdiction. On behalf of administration for implementation of the said project as pilot project in CAL SSA, GMT/CAL SSA took the total efforts to conduct five meetings at Canning, Joynagar, Tarakeswar, Jagatballavpur & Habra for conveying the details of the said project to our employees working in CFA Vertical. Almost all our employees and others in the respective SDCA attended the meeting. Representatives of all Unions & Associations of Executives and non Executives along with all senior officers of Marketing and Finance wing of CAL SSA attended and addressed the meetings to motivate our employees for selling our products specially CM products so that we can extend door–step facility to our customers. After implementation of the above project in CAL-SSA already 33 nos of DSAs are enrolled who are giving business of around 2 lac/month with activating new customers.

So it is our earnest proposal to you to implement the BRAMA project in all the SSAs in WBTC at the earliest possible time as well as to take appropriate measures for increasing SIM activating retailers through Franchisees.

Yours Sincerely

Tapas Ghosh

Circle Secretary

SNEA(I), West Bengal

Enclosed for kind intimation

1. Letter of GM/MKT launching BRAMA project

Copy for kind intimation and necessary action to:

1. The GM/Marketing WBTC
2. The GM(HR & Admn), WBTC