

The Chief General Manager,
Tamil Nadu circle,
New Administrative building, III floor,
16, Greams Road, Chennai: 600 006



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

No. GM (S&M-CM) / T- / FOS support /14-15 / dt 13.5.2014

To

All Heads of SSAs ,
Tamil Nadu circle,

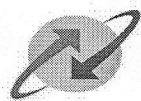
Sub: Incentive for FOS and the commission structure for CAF commission-Reg

Ref: C.O letter 19-1/2014-S&M-CM/5 dted 15.04.2014

Guidelines regarding Feet on Street (FOS) in BSNL and the commission /discount structure as communicated by the Corporate office is enclosed herewith for your information please.


Deputy General Manager (Sales-CM),
Tamil Nadu Circle, Chennai

219, Sales & Marketing -Consumer Mobility
Bharat Sanchar Bhawan, New Delhi-1
Tel No: 23329722 Fax: 23329723



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BHARAT SANCHAR NIGAM LIMITED
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No. 19-1/2014-S&M-CM/5

Dated: 15.04.2014

To

The Chief General Managers,
All Telecom Circles/Districts

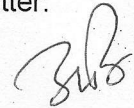
Subject: Guidelines regarding Feet On Street (FOS) in BSNL

In compliance to discussions held in the last HOCC and in various zonal review meetings, the scheme of FOS has been framed in consultation with some of the Circles. Guidelines in addition to this office order vide No. 27-18/2011-S&M-CM/22 dated 23-11-2012, inter-alia para : C, are as given below:-

1. FOSs will be selected by Franchisee in consultation with BSNL and will be tagged in C-Topup system as well as in the Sancharsoft system to the Franchisee of respective territory.
2. FOSs will be appointed in those franchisees territories, where RDF (RD attached with franchisee) is not available.
3. There will be one FoS per 150/100/60 recharge/top-up loading retailers for class-A/class-B/class-C Franchisee territories respectively.
4. Number of justified FOS shall remain unchanged during the financial year except for change in Policy by the corporate office.
5. Duties and responsibilities of FOS:-
 - a) to deliver BSNL products/ Marketing material/SIM to retailers (POS) as per directions from franchisee.
 - b) to check & collect CAF from POS within the scheduled time frame.
 - c) to apprise POS about BSNL products & tariffs as well as collecting their feedback in a predefined format.
6. Franchisee will deposit CAF after affixing his stamp & signature to BSNL designated official at CAF DESK, within 24 Hrs excluding holidays.
7. Incentive for FOS:-
 - a) Fixed incentive @ Rs.3000/- PM in the form of Ctopup value and additional Rs. 2000/- PM for first two months, which will be a kind of market study period. During this period FOS will have to serve at least 20 Retailer (existing or new) outlet.
 - b) After successful completion of market study period, Rs. 2000/- incentive will not be paid and in lieu of this, Monthly Performance based Incentive as per following slabs will be paid:-

Rate of monthly performance based incentive (Per SIM in Rs.)	Slab for SIM sale for different Franchisee Territories		
	Type-A	Type-B	Type-C
Nil	200	150	100
6	200-350	151-250	101-150
8	351-500	251-350	151-200
10	More than 501	More than 351	More than 201

- b) Monthly Bonus payment @ Rs. 500/- per additional 500/350/200 connections for Type-A/B/C territories respectively will be paid
- c) There will be negative incentive for delayed submission of CAF @Rs.2/- per CAF for delay > 24 Hrs excluding holidays.
8. Commission discount structure:- CAF commission sharing in case of three tier structure comprising Franchisee-FOS-Retailers will be as follows:
- Franchisee- 20%
 - Retailers- 30% and
 - Rest 50% will be retained by BSNL for incentivising FOS as per scheme stated above.
9. Monthly TDS on account of commission/ incentive payment to FOS & POS linked with the Franchisee will be generated by Sancharsoft system and accounted against the PAN number of the Franchisee. Monthly commission statement on commission and TDS for each Franchisee, FOS & Retailers/ POS will be generated by Sancharsoft and pushed on 7th of every month for effecting adjustment in their C-topup wallet balance. (The Taxation issue is being examined by taxation cell in co-ordination with Tax consultant and hence Tax structure shall be as per the outcome of report submitted by Tax consultant.)
10. Date of effect for this purpose may be taken as the date of issue of this letter.



(Upendra Bakolia)
Addl. G.M.(S&M)-CM

Copy to:-

GM(Taxation), BSNL CO – for necessary action as per para-9&10.

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

No. 19-1/2014-S&M-CM/8

Date: 08.05.2014

To

The Chief General Managers
All Telecom Circles/Districts
BSNL

Subject: Clarification sought from ITPC on guidelines regarding Feet on Street (FOS) in BSNL

Kindly refer this office letter no. 19-1/2014-S&M-CM/5 dated 15.04.2014 regarding guidelines for Feet on street (FOS) in BSNL. In this regard ITPC has sought some clarification. Para-wise clarification is as under:-

1. How to track the time stamp if retailer (POS) is not sending any SMS and there is no auto-SMS for FRC loading. How to track such type of CAFs?

For this purpose auto SMS shall be mandatory. All circles are requested to make auto-SMS operational.

2. After the Market Survey period of two months, is there no requirement of serving at least 20 Retailers?

During market study period for first two months and after market study period FOS will have to serve at-least 20 retailers per day.

3. How to deal with in case of fraction of FOS arises. For example if a Class C Franchisee has 80 retailers then the FOS required will be $80/60=1.33$, whether to consider as 1 or 2 or fraction.

Fraction > or = 1.5 may be taken as 2.

4. If a FOS works for first 2 or 3 months and another person joins in the same position then whether the "Fixed incentive @ Rs.3000/-P M in the form of C-top-up value and additional Rs.2000 PM for first two months" also applicable to the new FOS.

If another FOS joins in the same position after 2 or 3 months only, the fixed incentive @ Rs. 3000/- per month will be applicable. No incentive for market study period will be given.

5. What is the locking period for FOS in the same position?

No. of justified FOS shall remain unchanged during the financial year and hence locking period for any FOS at the same position will be fixed for financial year.

6. How to deal with, In case of increase / decrease of retailers of Franchisee.
No. of justified FOS shall remain unchanged during the financial year

7. Serving by FOS, on what basis. What items covers under serving retailers by FOS. For example: delivering both SIM inventory and recharge coupons and Collecting CAF from the Retailers (Any of them or all of them). Need to lay down a mechanism to record the incidents of serving retailers by FOS. Presently Sancharsoft can record CTOPUP Txns, CAF Collection, but SIM/RC Vouchers issue should be made mandatory through Sancharsoft as secondary sale.

Delivering both SIM inventory and recharge coupons and Collecting CAF from the Retailers (Any of them or all of them) will be covered under serving items through FOS.

Auto inventory request/delivery in line with present auto SMS alert may be devised by Sanchar-Soft. On delivery of inventory i.e. SIM/recharge retailers O.K received inventory to short code of FOS, which may be taken as incidents of serving retailers by FOS.

7. Performance incentive to be authorized/approved by SSA Mktg/Franchisee Manager through Sancharsoft, on or before 5th of every month so that the commission report can be generated on 7th of every month.

Agreed.

8. Which criterion is to be taken to apply this negative incentive to FOS to get the delay in CAF submission >24 Hrs. For example SMS date from retailer regarding CAF availability for collection.

Agreed, SMS date & time of SMS from retailers will be taken to apply for negative incentive.

10. Whether Negative incentive is applicable for Slab for SIM sale (i.e., Type A- 200, Type B- 150 and Type C- 100 where performance based incentive is Nil)also.

There will be no negative incentive for Slab for SIM sale (i.e., Type A- 200, Type B- 150 and Type C- 100 where performance based incentive is Nil)

9. FOS Justification:-

- i. Only C-topup loading retailers are to be considered?
- ii. Both C-topup and recharge loading retailers are to be considered?
(Recharge loading retailers information is not being captured in sanchar-soft)

Both c-top-up loading/recharge loading retailers will be considered as there is large no. of recharge loading retailers in some of south zone circles.



(Upendra Bakolia)
Addl. GM(S&M) CM

Copy to: - DGM (SS), ITPC, Hyderabad.