

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: 20-07-2022

To,

The Chief General Manager,
ALL Telecom Circles / Districts
BSNL

Sub: - Modified Guidelines for the engagement of Apprentices under Apprentice Act for Sales & Marketing-CM.

Reference:

- (i) Letter No. BSNLCO-SMCM/27(12)/1/2021-SM-CM: dated 10.09.2021
- (ii) Letter No. BSNLCO-SMCM/27(12)/1/2021-SM-CM: dated 19.05.2022

Propos letter under reference (i) above, guidelines regarding engagement of Apprentices under Apprentice Act for Sales & Marketing-CM was circulated.

However, the engagement of Apprentice by the circles for sales-activity is not as per the desired level. Vide letter under Reference (ii), circles were asked to submit their feedback on the low level of engagement of apprentices.

Based on feedback received from the circles and further deliberations at CorporateOffice, Competent Authority has approved the following:

- I. Modified Guidelines for the engagement of Apprentices under Apprentice Act for Sales & Marketing-CM as attached with the letter.
- II. Circles must follow strict process for timely payment of Apprentice stipend.
- III. The Modified Guidelines for Engagement of Apprentices for Sales & Marketing-CM Activities shall be applicable from date of issue only.

In case of any comments/feedback in relation to these guidelines for engagement of Apprentices under Apprentice Act for Sales & Marketing-CM, the same may be communicated to S&M-CM cell BSNL CO at e-mail id: project.vijay.pmo@gmail.com.

However, for all other queries regarding implementation of Apprentice Act guidelines in BSNL, procedures for engagement of apprentices, 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

Enclosure: Modified Guidelines for Engagement of Apprentices for Sales & Marketing-CM Activities

20.07.2022
Milind Bagaddeo
DGM (S&M-CM)

Copy to:

- 1. CMD , BSNL Board for kind information please
- 2. Dir.(CM) / Dir. (Fin)/ Dir. (HR) BSNL Board for kind information please.
- 3. GM (Training), BSNL CO, for information, budget allocation and further necessary action please.
- 4. GM (Commercial) Corporate Office, for information please

Modified Guidelines for Engagement of Apprentices for Sales & Marketing-CM Activities

Hiring of Apprentice Trainees from technical/non-technical stream may be done to boost the Sales & Marketing activities. Apprentice engage for Sales & Marketing activities comes broadly under The TRADE OF DISTRIBUTOR SALESMAN UNDER APPRENTICESHIP TRAINING SCHEME (ATS).

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

- A.** Apprentices must be engaged in accordance with Apprentice Act and further amendments.
- B.** Apprentice engaged for Sales & Marketing activities must be provided with effective Basic training of Job before he/she is rolled for On-Job Training.
- C. Following activities may be carried out through these Apprentices as On-Job Training:**
 - a. Visit to POS.
 - b. Monitoring of POS's stock balance and timely recoupment etc
 - c. Analyse current stock on hand and sales of the POS.
 - d. Educating POS on new plans, incentives and plus points of BSNL.
 - e. Cover target POS/ entire route and take note of new outlets / closed outlets in the beat.
 - f. Activating non-active POSs.
 - g. Identify hotspots in a POS outlet and try to convince the POS to provide these for displays.
 - h. Achieve high order visibility by correct deployment of BSNL material.
 - i. Put branding materials on the area with natural visibility.
 - j. Replace damaged display materials.
 - k. Develop a rapport with retailers by demonstrating punctuality, regularity, courtesy and interest in the retailer's business
 - l. Handle objection and resolve issues within purview and escalate issues that are beyond purview to concern BSNL officers.
 - m. Organizing Melas/camp to boost the SIM sales.
 - n. Intelligence capture on specific competitors e.g. new product launch, new scheme, new pricing. Incentive schemes for POS along with feedback of particular POS.

- D.** Chief General Manager of Circle is empowered to engage Apprentice of any category (including candidates from non technical stream) as per the Apprentice Act, ensuring the effective output from the engaged apprentice.
- E.** Amount to be paid as stipend for the category of apprentices, shall be as per the prevailing guidelines of concern Ministry /Organization/Governing Body dealing with apprentice matter. At present upper sealing for the stipend to be paid to Apprentices engaged for Sales & Marketing Activities is Rs. 9,000/-per month.
- In case stipend per apprentice gets increased from upper limit of Rs. 9000/- per month, the same shall be brought to notice of this office for taking further approvals.
- F.** Circles must also ensure the reimbursement of stipend from concerned authority, if any, as per the Apprentice Act.
- G.** Besides the payment of stipend , Apprentices are also to be paid Rs.1800 per month as travel allowance, subject to the fact that he /she is also engaged to Boost SIM sale and has visited atleast 80% of allotted POS for the month.
- H.** Budget allocated under Training head shall be utilized by the circles for the purpose of engagement of apprentice for sales activities.
- I.** All the apprentices shall be monitored on weekly basis at BA/CIRCLE level and non performers required to be parted out in accordance with the Apprentice Act.

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

Score Category	Performance Area 1		Performance Area 2		Performance Area 3	
	Visit to POS of allotted Area in the week		Mela/Camp organized for SIM sale in the week		Activating the non activate retailer of Previous month	
	Parameter	Score	Parameter	Score	Parameter	Score
Category I	< 70%	0	0	0	0	0
Category II	70% to < 80%	5	1	5	2	5
Category III	80% to < 90%	10	2	10	4	10
Category IV	90% to < 95%	15	3	15	6	15
Category V	>=95%	20	4 or more	20	8 or more	20

K. Assignment of value of Performance Area for Performance Matrix:

1/270524/2022

- 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. **Mela/Camp organized for SIM sale in the week:** As per the performance Matrix.
 - c. **Activating the non activate retailer of Previous month :** Based on the POS under his/her allotted Area , who remain inactive for the previous month.
- L.** In case an Apprentice has achieved total score of less than 30 for 4 weeks, action for termination of his/her apprenticeship may be taken by Circle in accordance with the Apprentice Act.
- M.** The application shall be invited through a portal from the candidates who are meeting the prescribed qualification. The selection process shall be well defined.
- N.** Circles must comply with the instructions issued time to time by Training cell, BSNL CO in regards of engagement of apprentices in BSNL.
- O.** Circle wise Status of BA is attached as Annexure-I
- P.** Proposed Apprentices per BA is attached as Annexure-II

Annexure-I

Category wise BA

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
Himachal Pradesh			1	4	5
Jammu & Kashmir		1	1	1	3
Jharkhand			1	2	3
Karnataka	1	2	5	1	9
Kerala	1	6	4		11
Madhya Pradesh.		1	1	6	8
Maharashtra	1	1	8	4	14
North East-I			1	2	3
North East-II				3	3
Odisha		1	1	6	8
Punjab			3	4	7
Rajasthan		1	4	3	8
Tamil Nadu		5	6		11
Telangana	1		4		5
Uttar Pradesh (East)		1	4	4	9
Uttar Pradesh (West)			1	4	5
Uttaranchal			1	2	3
West Bengal			1	4	5
Chennai TD				4	4
Kolkata TD				3	3
Andaman & Nicobar				1	1
Sikkim				1	1
Grand Total	5	25	63	75	168

Annexure-II

I/270524/2022

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	Number of Apprentice as per Category wise BA				Grand Total
	1	2	3	4	
Andhra 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
Himachal Pradesh	0	0	4	12	16
Jammu & Kashmir	0	5	4	3	12
Jharkhand	0	0	4	6	10
Karnataka	6	10	20	3	39
Kerala	6	30	16	0	52
Madhya Pradesh.	0	5	4	18	27
Maharashtra	6	5	32	12	55
North East-I	0	0	4	6	10
North East-II	0	0	0	9	9
Odisha	0	5	4	18	27
Punjab	0	0	12	12	24
Rajasthan	0	5	16	9	30
Tamil Nadu	0	25	24	0	49
Telangana	6	0	16	0	22
Uttar Pradesh (East)	0	5	16	12	33
Uttar Pradesh (West)	0	0	4	12	16
Uttaranchal	0	0	4	6	10
West Bengal	0	0	4	12	16
Chennai TD	0	0	0	12	12
Kolkata TD	0	0	0	9	9
Andaman & Nicobar	0	0	0	3	3
Sikkim	0	0	0	3	3
Grand Total	30	125	252	225	632