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

No.: 64-104/2010(Part-I)-Proj. Udaan

Dated:01-10-10

To

The Chief General Manager

ITPC, Pune

**Subject: Development of software for tracking ₹ 100 Employee scheme & commission to CFA Franchisee**

In order to achieve the BB targets as communicated by the corporate office, some new sales channels & schemes have been introduced in BSNL in addition to the conventional channels of customer acquisition. Following is the brief:

- 1) A policy for the CFA Franchisees has been introduced vide which the franchisee are being appointed to sale CFA services. The franchisees will approach the customers and bring the BB connections. For bringing the BB connections, they will be entitled for the commission/discount as laid down in the policy.
- 2) Similarly, in order to further boost the sale of BB, an employee incentive scheme has been introduced. Vide this scheme, the employees who are involved from customer acquisition till the provisioning of the connection, will be entitled for ₹ 100 per connection. The scheme is applicable for the rural area across the country except in

pilot circles namely Maharashtra, Rajasthan, Kerela, Bihar & North East-I where the scheme is applicable for rural as well as urban area.

In order to track the no. of connections provided through CFA Franchisee or employee scheme as mentioned above, a software may kindly be developed which will enable the field unit to track the no. of connections provided by the employee or CFA Franchisee and calculate the incentive or commission/discount admissible to the employee or CFA Franchisee as the case may be. A provision may also be made in the software so that the amount admissible to employee or CFA Franchisee may directly be credited to their accounts.



**(A. K. Jain)**  
**Sr. GM (BB-NWP)**