



**ALL INDIA
BHARAT SANCHAR NIGAM LIMITED
EXECUTIVES' ASSOCIATION
CENTRAL HEADQUARTERS
NEW DELHI**

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No. AIBSNLEA/CHQ/CMD/2012-13

Dated: 08.05.2012

To

**Shri R.K. Upadhyay
Chairman-Cum-Managing Director, BSNL
New-Delhi-110001.**

Sub:- Acute shortage of BSNL Recharge Coupons / SIM cards in Kerala Circle-reg.

Respected Sir,

It has come to our notice that there exists an acute shortage of BSNL RCVs in Kerala Circle. It is reported that, many of the SSAs are not able to meet the demand of Franchisees for the supply of paper vouchers especially of lower denominations such as Rs.20/- Rs.55/- Rs.110/- etc.

As you are aware more than 50% of recharge sales is through paper vouchers, though the company is trying to popularize the electronic recharging by C- top up. It is learnt that there had been a laxity on the part of higher level officers dealing mobile marketing in the circle, defeating the timely finalization of the tender for printing of paper vouchers and it resulted in the present unpleasant situation, with an adverse effect on the revenue of the circle. Please note that Kerala Circle is still a profit making circle, though it shows a declining trend now a days.

Some limited powers are now delegated to the SSA heads for procuring RCVs locally, but it may not be sufficient for meeting the requirements in full in the case of Districts having higher potentials. It is a fact that the approximate monthly / yearly requirement of recharge coupons as well as SIM cards can be assessed well in advance based on the available statistics related to targets and performances of the SSAs. But this information is not made use by top managers in their planning. We request you to assign topmost priority to this matter and make all possible efforts to ensure that sufficient quantity of RCVs are made available with the SSAs immediately by way of diversion of surplus stock from somewhere. If the present situation persists, it may result in migration of customers to other operators.

If any delay is still anticipated in the procurement of recharge coupons, it is suggested to declare immediately some sort of offer, such as, additional talk value for C-top up recharging, for that particular period, so that customers may not leave BSNL for non-availability of RCVs, but may be attracted to the offer and try electronic recharging.

It is also noticed that the allotment of SIM cards to Kerala Circle is not sufficient to meet the present-day requirements. Statistics of the average monthly addition of customers is available and the yearly requirement is to be projected based on this only.

Though the Kerala Circle is adding more than **one Lakh** new customers every month, the yearly target fixed by the Corporate Office is only six Lakhs (ie., 50,000 per month which is half of the actual) and it is not in tune with the real potential. The allotment of SIM cards from Telecom Factory will be based on this target figure and the Circle may not get sufficient quantity of SIMs, if the target is not set at a higher side as per the present potential.

We further request you to decentralize the procurement of RCVs and endorse full powers to SSA Heads to get the coupons printed as per the exact requirement of the product. It is submitted that due to lack of planning and other reasons the circle faced similar situations several times in the recent past and hence we request you to seek some effective remedial measures to avoid an unpleasant recurrence of the same.

With kind regard,

Yours Sincerely,

-sd-

(Pralhad Rai)
General Secretary

Copy to:-

The Director(CFA/CM/HR/Fin.), BSNL Corporate Office, New Delhi-110001