 **SANCHAR NIGAM EXECUTIVE ASSOCIATION (INDIA)**

**WEST BENGAL CIRCLE**

**Room no-14(1st floor),Ranigang coal house,3Achowringhee place**

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

To,

The GM/ MSD-CM,

WBTC,Kolkata.

Respected Sir,

With due honour it is to intimate you that the CM sale of West Bengal Telecom Circle is considerably going down day by day. As a responsible Association it is very much shocking and painful to us. We have conducted a seminar at TI hall, CTO, on 26.03.2014 in presence of 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 over all 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 only 50%, though we have much more resources in respect of infrastructure, franchisees, retailers, etc, than 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 (about 20000) than Orissa circle having active retailers more than 40000. Calcutta SSA and some other SSAs of WBTC achieved only 30% and less of its target because number of active retailers out of total retailers is about 30%. Franchisees are getting de-motivated day by day and not supplying CM products (Sims,recharge, etc) to their retailers chain.

Due to this reasons our potential market is going out of our hand. This could not being managed properly by our SSA sales team with skeleton marketing staff. Such as during free sim offer for the last month our field staffs sold 3 times more than our franchisee/retailers for Calcutta SSA. 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 through CM(mobile).

So it is our earnest proposal to you to find out the way by which we can deploy our total man power in sales and marketing for CM products in parallel to our franchisee/retailer network. And it is possible by re-designating the field SDEs as SDE/Sales in addition to their normal work as they could better manage the territory franchisee, RDs, DSAs and retailers with their full staff strength of their Sub-Division.

In this context it is our earnest request that the procedure may start in Calcutta SSA with its leading district Hooghly as a pilot project.

Yours sincerely,

[ TAPAS GHOSH ]

CIRCLE SECRETARY,SNEAI(WB)

Copy for necessary action to :

1. The Sr. GM(HR & Admn), WBTC,
2. The GMT Cal SSA.