



No. 2-1/2008/BSNL/TR

Dated: 26.4.2013

To

All Heads of Telecom Circles / Metro Telephones Districts,
Bharat Sanchar Nigam Limited.

Subject: Extension of incentive scheme for BSNL staff for recovery of outstanding telecom revenue dues, more than one year old as on 31.3.2013 (i.e. outstanding telecom revenue dues prior to 01.4.2012), in respect of permanently closed phone connections for Basic & WLL services/CMTS .

Kind reference is invited to this office letter of even No. dated 03.4.2012 regarding extension of incentive scheme to staff up to 31.3.2013 for recovery of outstanding dues in respect of closed connections as indicated under the subject. In this regard recommendations from Circles were received for extension of the scheme from 01-04-2013, which were examined and submitted to the Competent Authority for consideration.

The Competent Authority has decided to extend the incentive scheme for staff further for a period of one year up to 31.03.2014, with slight modification relating to the applicability of scheme for over one year old outstanding dues in respect of closed connection instead of over three years old outstanding dues with rate of incentive as indicated in the succeeding paras.

Accordingly, the approval of the Competent Authority is hereby conveyed for extension of the incentive scheme for staff in all Circles for a period of one year upto 31.3.2014 for recovery of more than one year old outstanding telephone revenue dues from defaulting Private Customers and including recovery of outstanding dues from State Govt./Departments/Corporations/Local bodies/Public undertaking in respect of closed connection for Basic & WLL service and CMTS up to 31.03.2014, with the suggestion that Circles may try the same now on the lines as adopted by "INDORE SSA" of M.P Telecom Circle. The main features of the model of the scheme and the initiatives taken by Indore SSA in this regard are indicated in the Annexure.

The rate of incentive payable under the incentive scheme for staff for recovery of outstanding dues under Basic including WLL services and CMTS shall be as follows:

S.No.	Age of outstanding dues as on 31.3.2013	Incentive payable to staff
1	Over 1 year old & upto 3 years old	3%
2	Over 3 year old & upto 4 years old	4%
3	Over 4 year old & upto 6 years old	8%
4	Over 6 years old	10%

Other features of the scheme and conditions for grant of incentive will remain same as communicated vide this office letter of even No. dated 01.02.2010.

Heads of Circles are requested to give wide publicity to this scheme among the staff in all SSAs and ensure maximum recovery of old outstanding dues through the scheme.

The monthly progress report of the scheme should be regularly sent to this office by 15th of every month positively, separately for (i) Basic including WLL service and (ii) CMTS, in the format already prescribed vide Circular of even No dated 01.02.2010. **The Progress report may also be e-mailed at mailing address kuberbsnl1@gmail.com.**

Enclosure: One



(G.P.Verma)
GM (Finance)-CFA

Copy for information to :

1. CMD, BSNL.
2. All Directors on BSNL's Board.
3. Executive Director (Finance) CO BSNL, ND.
4. All PGMs / GMs of CO BSNL.
5. DGMs, RM-I (CFA)/ RM-II (CFA)/ T&C (CFA), RM (CM), CO BSNL, ND.
6. Asst. C&AG (Comml.), 10-Bhadur Shah Zaffar Marg, New Delhi - 2.
7. Guard file.

ANNEXURE

To

Circular No.2-1/2008/BSNL/TR dated 26-04-2013

regarding extension of Incentive Scheme for BSNL staff for recovery of outstanding Telecom revenue.

Brief description of procedure adopted by INDORE SSA of M.P Telecom Circle for effecting recovery of outstanding dues under staff incentive scheme

The main Objectives:

- Involvement of all the staff in recovery of Outstanding to liquidate outstanding dues
- Induce them to be part of revenue collection mechanism to improve collection efficiency
- Improve Customer interface & bring back customers
- Increase sense of belongingness in staff towards BSNL

Features of the Model:

- All the staff of SSA has been involved in outstanding recovery.
- The SSA has been divided into 26 segments geographically.
- After dividing the SSA in 26 segments, all employees of the SSA have been involved in the recovery pursuit by mapping the staff to these 26 segments based on their residential addresses using HRMS details.
- Similarly all "Recovery Cases" (i.e., Cases with outstanding telephone dues) have also been mapped to 26 segments and allocated for recovery of dues in respect of such cases to the employees which fall very near to their houses based on their residential addresses.
- As a result of above action, direct correlation has been established between employees living in each of 26 parts of Indore and Recovery Cases pending in their Areas.
- Subsequently each employee has been given 5 to 7 cases of areas near to their houses
- Employees have been motivated through a series of meeting in batches to visit the defaulters and inform that they are in neighbourhood of the defaulter and have mandate from BSNL to settle the case on the spot by consulting, if required, AO RECOVERY. (By knowing that a neighbour is from BSNL and now knows defaulting status, the customer comes under a psychological pressure to agree to pay and does not want to make his defaulting status to be known in his area for the fear of losing social respect)
- The employee also told to inform defaulter that he passes by his house very frequently (additional pressure
- Employee is allowed to collect either in cash or by cheque. For cash collection employee informs AO RECOVERY and if required AO RECOVERY issues receipt of cash through SMS to the defaulter on his mobile.
- Employees are educated & motivated about recovery basics and how to handle customers
- Each employee is provided with a sheet that contains
 - Summary of outstanding bills
 - Names of the Account Officers who can be called any time for consultation on mobile
 - Names of the SDO, DE & DGM who can be called on their given mobile for reconnection consultation
 - What are the powers of employees like payment in installments, waiver etc
 - The employees can collect cheques and cash too
 - In case cash is collected it should be intimated to AO Recovery on his mobile who will issue receipt as SMS on customers mobile – Next day paper receipt can be given to customer
- Employees are well guided on " How to handle Customer Interaction"
 - Employee is asked to greet the defaulter & introduce herself or himself as BSNL representative
 - Say that he / she lives in the vicinity (Creating a psychological pressure in the beginning itself)
 - Say that it is BSNL money that I am responsible to collect
 - Say that defaulter can pay in cash or through cheque

ADVANTAGES

Advantages of the scheme reported to have been gained are as follows:

- This has increased sense of belonging to the staff.
- This has improved self esteem of Employees.
- Many disconnected telephones have been restored.
- Status of Land Line and Mobile network in the area is reported and known to us.
- It has become talk of the town giving publicity to BSNL.