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

No. 27-15/2011-S&M-CM

Dated: 16.08.2011

To

The Chief General Manager
All Telecom Circles/Districts
BSNL

Sub: Enrollment of spouse of working BSNL/DOT employee as DSA (Direct Selling Agent)

Kindly refer this office letter dated 10.06.2011(copy attached). To increase availability of BSNL products, competent authority has approved the following:-

“Security deposit for enrollment as DSA in case of spouse of working BSNL/DOT employee is waived off.”

Encl: As above

(Upendra Bakolia)
DGM (S&M)-CM



No.4-03/2011-S&M-CM
To

Dated: 10.06.2011

Chief General Managers,
All Telecom Circles

Subject: **Enrollment of BSNL or P&T Cooperative Societies and BSNL-DoT retired employees as Direct Selling Agents (DSA)**

It is observed that number of Point of Sale (POS) for selling BSNL products are much less than that of many other Telecom Service Operator. Circle-wise status of active POS per 10K subscribers has been tabulated and is enclosed. It may be seen that Circles namely **Kolkata, Kerala, NE-II and Andman Nicobar** have hardly 40 POS per 10K subscribers. This is the figure taken from C-Topup system after deduction of those C-Topup POS, who have not done any transactions during last 60 days. There are many Circles (Marked by arrow in the enclosure), where the number of active POS is decreasing on month to month basis. There is need for urgent review by these Circles to know constraints leading to availability of less number of active POS or reduction in number of POS.

2. Franchisee-wise data may be analyzed and discussions for improvement within next few weeks, may be held immediately with faulting franchisees. Having given fair opportunity for improvement after taking care of reported constraints, punitive action should be initiated against the consistently faulting franchisees.

3. In addition to above, Various cooperative societies of BSNL/DoT/ P&T and also retired BSNL employees be approached to become DSA. Followings may be effected in all new agreements to be signed with DSAs:-

- Performance Security deposit may be relaxed from Rs. 5000/- to Rs 500/-.
- Security deposit from Cooperative Societies/ retired BSNL/ DoT employees may be waived off.
- Educational qualification requirement may be relaxed by the SSA Head, as per local condition.
- There is no need to ask for character certificate from two gazetted officers but SSA Head must satisfy himself/ herself with the identity & address proof of the applicant.

4. A report of efforts made to approach societies/ retired employees be submitted after 30-6-2011 in the following format:-

No. of Societies identified in the Circle	No. of them approached	No. of them made DSAs	Reasons for not able to make balance

This is issued with approval of Director (CM), BSNL Board.

(U. Bakolia)
Dy. General Manager (S&M-CM)

Copy to:

- CMD & all Directors, BSNL Board, New Delhi- for kind information
- Sr. GM (CSC-CFA)/ GM (Mktg-CA)/ Addl GM (TMO-Vijay), BSNL CO, New Delhi