

Sales & Marketing-CM
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No.38-4/2012-S&M-CM/I

Date: 20.05.2013

To

The Chief General Managers
All Telecom Circles/Districts,
BSNL

Subject: Appointment of DSAs

The DSA data of various circles for the last two financial years are indicated in "Annex 1". The figures indicate that the progress in respect of appointment of DSAs is not encouraging and rather it is negative in some circles viz. Rajasthan, UP(E), AP, Chennai TD, and TN. This has been reviewed by senior management in this office and it has been desired to intensify the efforts to gear up this activity.

Recently HP Circle has taken proactive action in this direction. Under their "GO TO CUSTOMER STRATEGY" in Simla SSA they have appointed Dudhwala/ Sabziwala, Newspaper Hawker, Bus conductors/ Taxi drivers, Local Pradhan / Panchayat representatives, LIC/ Postal agents, Co-operative societies College/ school canteen Incharge as DSAs, who have direct interaction with general public. They have declared to appoint DSA in one day after the application is received. All the employees, field and CSC staff are being motivated to approach the above people in their contact/ area and enroll them as DSAs by informing about the commission they will earn without putting much efforts. In one day they have made 300 DSAs in addition to the publicity they have earned through print media.

A newspaper clipping of Hindi Daily Amar Ujala is enclosed herewith which is self speaking. CMD has desired that all circles should initiate action on the lines of HP Circle to enroll more and more DSAs. Accordingly targets as mentioned in "Annex 2" are fixed for the circles for FY 2013-14.

Circles are requested to make all out efforts to achieve the Targets and progress be reported to this office on monthly basis.

Encl:

1. Newspaper Clipping
2. Annex 1 &2

(H R SHUKLA)
Sr GM (S&M-CM)

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Annex 1

Status of DSA as on 31 st March'2013				
Sl no	Name of Circle	Total DSAs as on 31st March12	Total DSAs as on 31 March '13	Difference [Growth / Decline]
1	A & N	143	204	61
2	Assam	905	1018	113
3	Bihar	1050	2287	1237
4	Jhrkhnd	123	585	462
5	CTD	43	147	104
6	NE-1	258	414	156
7	NE II	114	295	181
8	Orissa	1983	2345	362
9	WB	110	197	87
10	HR	615	1017	402
11	HP	3487	6104	2617
12	J &K	302	499	197
13	PUN	1536	1703	167
14	Raj	1643	1167	-476
15	UP (E)	2421	2226	-195
16	UPW	1185	1660	475
17	UTKHD	1354	1551	197
18	A P	5246	3934	-1312
19	Chn. TD	168	156	-12
20	Kerala	6588	12208	5620
21	Karntk	5925	6360	435
22	TN	8950	6742	-2208
23	Chhgrh	1083	1127	44
24	Gujrat	2055	2749	694
25	MH	1707	2611	904
26	MP	4698	7676	2978
	TOTAL	53692	66982	13290

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Annex 2

DSA Target for FY 2013-14				
Sl no	Name of Circle	Total DSAs as on 31st March 12	Total DSAs as on 31 March '13	Target for FY 2013-14
1	A & N	143	204	255
2	A P	5246	3934	6295
3	Assam	905	1018	1273
4	Bihar	1050	2287	2859
5	Chhgrh	1083	1127	1409
6	Chn. TD	168	156	202
7	CTD	43	147	184
8	Gujrat	2055	2749	3436
9	HP	3487	6104	7630
10	HR	615	1017	1271
11	J &K	302	499	624
12	Jhrkhnd	123	585	731
13	Karntk	5925	6360	7950
14	Kerala	6588	12208	15260
15	MH	1707	2611	3264
16	MP	4698	7676	9595
17	NE II	114	295	369
18	NE-1	258	414	518
19	Orissa	1983	2345	2931
20	PUN	1536	1703	2129
21	Raj	1643	1167	1972
22	TN	8950	6742	10740
23	UP (E)	2421	2226	2905
24	UPW	1185	1660	2075
25	UTKHD	1354	1551	1939
26	WB	110	197	246
	Total	53692	66982	88062