

Sales & Marketing-CM
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Corporate Office, New Delhi-1
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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 / 28

Dated: 08.04.2013

To

The Chief General Managers,
All Telecom Circles / Districts
BSNL

Sub: Poor progress in appointment of Rural Distributers.

References are invited to this office letter of even no. Dated: 18/12/2012 & 22/03/2013 on the subject mentioned above.

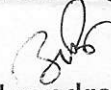
As per the data collected from the circle as on 31-03-2013 (report enclosed), the progress made by almost all the circles is very poor except UP(E).

The basic aim of introduction of RD concept was to cater to the telecom needs of rural segment for BSNL products & services especially in the areas where franchisees need to travel more for managing retailers.

The matter has been reviewed in this office & it is noticed that adequate efforts have not been made by circles on this issue which has been viewed adversely by senior management.

Therefore, It is desired that all out efforts should be made to appoint maximum number of RDs by each circle.

Action taken & progress reports are required to be submitted to this office by 30.04.2013 at Salescmhq@gmail.com for perusal of Sr. Management.


(Upendra Bakolia)
Addl. GM (S&M)-CM

Encl: as above

CIRCLES Prgress Status of RD AS ON 31 March'2013				
SIno	ZONE WISE	Name of Circle	RD as on 31 March '2013, agreement done	Total identified RDs
1	EAST ZONE	A & N	2	7
2		Assam	2	0
3		Bihar	6	0
4		Jhrkhnd	4	0
5		CTD	0	0
6		NE-1	2	2
7		NE II	3	0
8		Orissa	65	160
9		WB	0	4
10	North Zone	HR	12	0
11		HP	11	0
12		J & K	0	0
13		PUN	47	23
14		Raj	275	0
15		UP (E)	705	0
16		UPW	36	0
17		UTKHD	49	0
18	South Zone	A P	5	0
19		Chn. TD	NA	0
20		Kerala	3	2
21		Karntk	77	0
22		TN	0	0
23	West Zone	Chhgrh	3	0
24		Gujrat	95	5
25		MH	24	0
26		MP	26	0
		TOTAL	1452	203

as on 31st March 2013 - 1452