

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 / 32

Dated: 10.05.2013

To

URGENT

The Chief General Managers,
All Telecom Circles / Districts
BSNL

Sub: Poor progress in appointment of Rural Distributers.

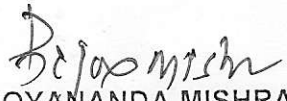
Several letters have been issued from this office showing the low growth trend of RDs in the circles. However, it is observed that there is no substantial growth inspite of many reminders. Infact the appointment of Rural Distributers are nil in some circles, The status is given below:-

Circle wise status of appointed Rural Distributers as on 31 March '13					
S/no	Circle	Appointed RDs	S/no	Circle	Appointed RDs
1	A & N	1	14	Raj	318
2	Assam	5	15	UP (E)	1250
3	Bihar	151	16	UPW	0
4	Jhrkhnd	5	17	UTKHD	52
5	CTD	0	18	A P	5
6	NE-1	0	19	Chn TD	0
7	NE II	0	20	Kerala	1
8	Orissa	108	21	Karntk	77
9	WB	0	22	TN	0
10	HR	15	23	Chhgrh	14
11	HP	15	24	Gujrat	98
12	J &K	0	25	MH	36
13	PUN	49	26	MP	86
TOTAL = 2286					

This poor trend of appointment of RDs requires your immediate intervention so that effective steps are taken to encourage more people to do the BSNL business in rural segment.

It is requested to analyse the reasons for slow growth & initiate necessary action to increase the number of RDs . Kindly intimate the steps taken by you in this regard.

Action taken & progress reports are required to be submitted to this office by 15.05.2013 at Salescmhq@gmail.com This may be treated on top priority.


BIJOYANANDA MISHRA
Sr. GM (S&M-CM)

Copy to:-

1. Roll out managers; for similar action please
2. GM (Sales & mkt-CM) , All Telecom Circles / Districts for similar action please