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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

राकेश कुमार अग्रवाल

निदेशक (कन्ज्युमर मोबिलिटी)

बी.एस.एन.एल. बोर्ड

R. K. Agarwal

Director (Consumer Mobility)

B.S.N.L. Board

No.GM(PDM)/RurSerCent/09

Dated: July 13, 2009

Dear Shri

At present 60% of the growth in mobile connections is contributed by the rural areas. Even though we have a strong presence in rural areas, we are not able to push sales as our competitors have been doing. In order to focus our growth in rural areas, it has been decided to open Rural Service Centers of BSNL in each village where the coverage is available or is likely to be available. In fact the service centers have to be planned well in advance or at least along with the BTS installation in future.

I am enclosing the detailed guidelines for opening of rural BSNL Service Centers. These centers are targeted to be opened during the current 100 days programme. Clarifications, if any, on the subject may be obtained from Shri B. Mishra, GM(Product Development) in Consumer Mobility Group of BSNL CO. Monthly progress of opening of these centers may be sent on e-mail : bsnlruralcenter@yahoo.co.in every fortnight starting from 15th July, 2009.

With best wishes,

Encl.: As above.

Yours sincerely,

(R.K. AGARWAL)

Shri

Chief General Manager,

Telecom Circle

RURAL BSNL SERVICE CENTRES.

1.0 Background:

Nearly 25% of the total 400 million (approx) mobile connections are from rural areas. Nearly 60% of the growth in mobile market is contributed by the rural population. There is a need to reengineer BSNL strategy in terms of: product, Distribution, Services, Marketing, and Media planning in order to be a major stakeholder in the growing mobile business in rural areas. Study of a Competitor's strategy has been made and the detailed guideline as given below has been approved for implementation with immediate effect.

2.0 ACTION PLAN:

- A multi brand outlet /general store/kirana store/atta chakki located in a central and visible place of the village may be chosen as the Service Centre.
- List of villages SSA wise may be prepared which are having mobile coverage to start with.
- Priority could be given to the villages where network is good and we should plan to cover each village where a BTS is being installed.
- The Agents could be Retailers of the existing Franchisee or DSAs as decided by the CGMT of the circle. Adequate support person from a central area in terms of customer support should be provided and an officer is to be identified for the same in SSA/Circle level.
- The logistics support in terms of SIMs/RCV etc could be provided by the SSA through Sanchar soft.
- The village post offices/co-operative banks/rural banks could be our alternate channel partners and effort may be made in the circle level to explore the same as a future action.
- Proper Signboards with bsnl brand ambassador and posters may be displayed in local languages prominently in the centers.

3.0.0 Methodology:

. The owner is to be trained to be a Retailer of the Franchises or a DSA of BSNL to carry out the following functions.

- Sell SIMs
- Sell RCVs
- Empowered to activate, Reactivate, recharge mobile connections and sell VAS like Ring tones, Music on demand.
- Change of SIMs (It has been found that a lot of SIMs become faulty in rural areas and moving to the city to change the same is an irritant for the Customer.)
- Help Customers activate and stop services on their mobiles.
- May help rural Customers to undertake repair of Mobile sets.
- Enter into any micro financing activities or any other activities as decided from time to time.

4.0 No of Centers:

It is proposed to open at least one centre in each village Priority is to be given to the villages already having mobile coverage.

5.0 Revenue Model:

The Agents are not in the Payroll of the Company. They earn their income from the activities assigned to them as mentioned above and act as the retailer of some franchisees or as DSA as decided by the head of the Circle.

6.0 Future plans:

It is proposed to introduce some microfinance schemes like financing handsets; barter system for agricultural products, mobile money transfer and the possibility of the same could be explored in the Circle level.