

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:3241
ANSWERED ON:21.03.2007
APPOINTMENT OF DIRECT SELLING AGENTS BY BSNL
Ahir Shri Hansraj Gangaram

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether the Bharat Sanchar Nigam Limited (BSNL) has decided to appoint Direct Selling Agents in order to provide better services to consumers through retail outlets;
- (b) if so, whether applications have been invited for appointing agents; and
- (c) if so, the terms and conditions laid down therefor and facilities likely to be provided to agents?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD)

(a) Yes, Sir.

(b) Yes, Sir.

- (c) The terms and conditions for Direct Selling Agent (DSA) have been laid down in the Sales and Distribution policy of BSNL. Salient aspects of the terms and conditions are as follows:
- i) Heads of Secondary Switching Areas (SSAs) shall be the appointing authority for DSAs.
 - ii) Minimum Qualification for Direct Selling Agents is 10th standard.
 - iii) Period of appointment is two years.
 - iv) DSA is to cater to door-to-door marketing of BSNL landline and mobile services.
 - v) Retired BSNL employees/spouses are eligible to work as Direct Selling Agents.
 - vi) There is no limit on the number of DSAs to be appointed in this category.
 - vii) DSAs are eligible for commission as laid down in the Sales and Distribution Policy.