



**BSNLCO-SMCM/27(12)/2/2023-SM-CM**

**dated 19.12.2025**

**To**

**The CGMs ,All Telecom Circle/Districts  
CGM ITPC ,Pune  
BSNL**

**Subject: Operationalization and Zonal Use of Customer Onboarding Platforms – Reg.**

With a view to ensuring continuity, scalability, and efficiency in customer onboarding, BSNL has developed and deployed an in-house onboarding platform, Sanchar Mitra, and has also enabled continued use of the existing onboarding platform, Sanchar Aadhar, under internal operational control.

2. As BSNL is presently operating two onboarding platforms, after due consideration, it has been decided to standardize their utilization on a zonal basis as detailed below.
3. The onboarding platforms shall be utilized as under:

**3.1 South Zone Circles:** Customer onboarding and activation shall be carried out through Sanchar Mitra, which shall continue to be managed by Kerala Circle.

**3.2 Other Zones:** Customer onboarding and activation shall be carried out through Sanchar Aadhar, managed by IT Project Circle, as per the following rollout schedule:

- a) East Zone and J&K Circle: w.e.f. 19.12.2025
- b) North Zone Circles: w.e.f. 20.12.2025
- c) West Zone Circles: w.e.f. 21.12.2025

4. All Circle Units shall ensure that necessary system configurations, user access, and operational processes are implemented to facilitate onboarding through the designated platform applicable to their respective zones.
5. Circle Units are advised to appropriately inform and enable field units, CSCs, and franchisee/ retailers under their jurisdiction to ensure smooth and immediate ramp-up of customer onboarding activities.
6. It is further clarified that any activation attempted through an onboarding application not designated for the respective zone may not be processed successfully and shall be subject to existing rules, instructions, and guidelines governing eligibility for commission or incentive.
7. The responsibility for ensuring compliance with the above instructions shall rest with the respective Circle Heads.
8. This is issued with the approval of the competent authority and shall take effect as per the dates indicated above. This may be treated as most urgent.

*P. Kalyan*

**DGM(S&M-CM)**  
**BSNL CO, New Delhi**

19/12/25