

**JALORE NAGRIK SAHAKARI BANK LTD.**  
**HEAD OFFICE – JALORE**  
**NEAR HARIDEV JOSHI CIRCLE, JALORE (RJASTHAN) – 343001**  
**Direct Selling Agent (DSA)**

**1. Job profile**

- ❖ Role of DSAs shall be limited to sourcing of proposals only.
- ❖ Meet prospective customers at places and time convenient to them and explain the latest product details to them.
- ❖ Work within the framework of “Code of Conduct and Responsibility”.
- ❖ Sanction of loan shall be at the sole discretion of the Bank as per the extant guidelines.
- ❖ DSA shall operate from his/her own place (house, office etc). Bank shall not provide any space/ infrastructure for the purpose.

**2. Products covered**

Loan proposals including takeover cases of following products shall be sourced by the DSA:

- i. All Type of Loan Products (Home Loan, LAP, Business Loan, Project Loan, Vehicle Loan, Solar/Renewable Energy Loan etc.)

**3. Eligibility Criteria**

**a. Individuals**

- i. Age of applicant should be minimum **21** years. DSA should be physically fit and capable to canvass business.
- ii. Should be local resident and able to communicate effectively in local language.
- iii. Education qualification - at least matriculate (10<sup>th</sup> Pass).
- iv. Any Individuals (Including Ex-Bankers/Agent for selling DDS/NSCs/Insurance Products/Mutual Funds/Approved velours/ Chartered Accountants/Tax Consultants/ Person having prior experience of selling Home Loans/Mortgage backed products, auto loans/Demat Accounts and any other similar.
- v. Individuals who have prior experience of selling Home Loans, mortgage-backed products, auto loans, credit/debit cards, Demat accounts and any other similar financial products may also be empaneled as DSAs.

**b. Non individuals**

- i. Proprietary / Partnership firm / LLP / Company registered in India.
- ii. Institutional Agency/Consultancy Group, Firms of Chartered Accountants, Real Estate Brokers, DSAs of Builders, Management Consultants, etc.
- iii. In case of Companies it should be entitled to carry out such type of services as per Articles of Association.

**c. Non eligibility:**

- i. The service provider, firm/entity is not owned or controlled by any director of the Bank or their relatives having the same meaning as assigned by RBI.
- ii. Individual / agency / firm / company already empaneled by the Bank for the purpose of legal/ valuation/ audit/ inspection/ due-diligence etc are not eligible.

**4. Document Required**

- i. DSA's KYC compliance along with details will be verified. Applicants are required to submit Registration Certificate of the Firm/Partnership Deed/M&AOA in case of Private Public Companies along with the KYC details of the Proprietor/Partners/Directors etc. Enclose copies of PAN Card, TIN Registration, CIN, DIN etc. as case may be.
- ii. Details of existing tie-up arrangements with other Financial Institutions if any, along with relevant business performance details for the past 2 years in similar activity.
- iii. Financial statements of the firm/company for the past 3 years if available.
- iv. Any other documents to support past experience and competence to achieve assured business level over the contracted period if available.

**d. Copy of application format is enclosed, Annexure-I.**

**5. Period of empanelment**

The period of empanelment shall be initially for 01 year. However, at the sole discretion of the Bank, based on the performance of DSAs, it may be further extended by the Bank, subject to annual review of performance.

The extension of engagement / empanelment, if any, with the Bank may depend on the performance of the DSA / Services allotted and the requirement of services to the Bank. In this regard, the decision of the Bank shall be final and the DSA shall not have any objection whatsoever.

**6. Agreement with DSA**

- ❖ The empanelment of DSA with the Bank shall be a service provider only and does not create any employer – employee relationship and the successors or assigns of the DSA shall not have any right whatsoever, to claim employment or any other benefit from the bank other than what is stated in the agreement
- ❖ DSAs shall execute a stamped Agreement (to be stamped in accordance with the Stamp Act in force in the State).

**7. Dispute Resolution**

- ❖ Head Office shall be the authority for resolution of any disputes / clarification regarding payment of fees, terms of empanelment and the decision taken by them shall be final and binding on the DSA.
- ❖ In case of any dispute or differences arising with respect to the interpretation of the Empanelment Agreement and / or the rights and obligations arising there under, the dispute shall be brought to the Court / Tribunal with appropriate jurisdiction at Jalore City.

## 8. Other Terms and Conditions:

- ❖ Either party may terminate the contract by giving one month notice in writing.
- ❖ In case of unsatisfactory performance or misconduct of DSA, the Bank shall be within its rights to terminate the agreement, with immediate effect without any notice period.
- ❖ Branch Allotment: The bank will designate a particular branch or branch area where the DSA can operate.
- ❖ Head Office shall be the authority to resolve disputes arising out of violation of Code of Conduct.
- ❖ The Bank shall have the right to recover at its discretion, any money or loss due to the Bank, from the amount due and payable by the Bank without prejudice to any other remedies the Bank may adopt for recovering the same.
- ❖ The DSA shall not collect any amount in any form or other fees from the customer for providing services to the Bank.
- ❖ DSA shall obtain prior approval / consent from the Bank for use of subcontractors for all or part of an outsourced activity.

## 9. Code of conduct for Direct Sales Agents

The DSA shall work within the framework of Model Code of Conduct stipulated by the Bank. Copy of model Code of conduct for Direct Sales Agents is enclosed, **Annexure-II**.

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### Application for Appointment of DSA

1. Please fill all the columns in the application invariably & no columns shall be left blank. If any information is not applicable, please mark as NA.
2. Jalore Nagrik Sahakari Bank Ltd. reserves the right to reject any application without any notice.
3. Please tick () whichever is applicable.

To,

**The Chief Executive Officer**  
Jalore Nagrik Sahakari Bank Ltd.,  
Head Office - Jalore

Dear Sir,

**Reg : Application for empanelment as Direct Selling Agent (DSA) with Jalore NSB Ltd.**

I/We submit herewith my/our application for the empanelment as Direct Selling Agent (DSA) for Jalore Nagrik Sahakari Bank Ltd. at H.O.- Jalore. I/we have read the terms and conditions relating to the service and I/we undertake that those are acceptable to me/us.

<b>1</b>	Full Name (Block Letters) (Name of the person/ Proprietor/ Firm/ Company)	
<b>2</b>	*Father's / Spouse Name	
<b>3</b>	Constitution	( <input type="checkbox"/> ) Individual ( <input type="checkbox"/> ) Proprietorship ( <input type="checkbox"/> ) Firm ( <input type="checkbox"/> ) Company ( <input type="checkbox"/> ) Others
<b>4</b>	Date of Birth*/ Incorporation	
<b>5</b>	Name of the Partners /Directors /Proprietor	
<b>6</b>	Address / Regd office	
<b>7</b>	* Educational qualifications	

8	*Language known	
9	Number of years in current employment/ business	
10	PAN No / AADHAR	
11	GST No.	
12	Contact Details	Phone No :
		Mobile No:
		Email: <span style="float: right;">website:</span>
		<b>Contact Person: Mr/Ms.</b>
13	Previous experience	<b>Name of organization: Nature of work: Period:</b>
14	Bank account details	Bank /Branch: Bank Account No. Type of Account IFSC Code
15	References (Name & Contact number)	1. 2.
16	Any other information which the applicant wishes to bring to the knowledge of the Bank:	
17	Documents enclosed	1) Copy of PAN 2) Copy of KYC Documents 3) Copy of identity card issued for retired employees by the Bank 4) MoA & AoA 5) DIN 6) Board Resolution 7) Copy of Partnership Deed, if any. 8) Copy of Existing tie-up arrangement with other Financial Institutions. 9) Financial Statement of firm/company for the past 3yrs if available

\* Applicable only for Individual

I/We declare that the statements in this application and the documents submitted are true, complete and correct to the best of my knowledge and belief.

I/We declare, that no criminal proceedings are pending against me/us. I/We declare that I/we am not related to any director of your Bank. Further, we declare that any of the Partners / Directors of our Firm/Company is/ are not related to any Director of your Bank.

I/We understand that in the event of any information/document being found untrue / incorrect at any stage, my application is liable to be rejected and if already empaneled, the empanelment is liable to be terminated.

Place:

Signature:

Date:

Name:

## **MODEL CODE OF CONDUCT FOR DIRECT SELLING AGENTS**

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### **1. Introduction**

Code of Conduct for Direct Selling Agents (DSAs) lays down a clear and transparent policy stating the model code of conduct for DSAs while operating as agents of the Bank. This code will be applicable to all persons who are involved in marketing and distribution of any loan or other financial product of the Bank. DSA and its Tele-Marketing Executives (TMEs) and field sales personnel, known as Business Development Executives (BDEs) will have to agree to abide by this Policy before they undertake any direct marketing operations on behalf of the Bank.

In case of violation of any clause given in this Policy by any TME/BDE, the concerned person may be blacklisted from participating in any marketing operation undertaken by the Bank. Failure to comply with the requirements may result in permanent termination of business between the Bank and the concerned DSA. It may also attract permanent blacklisting by the industry.

### **2. Guiding Principles**

This Policy document governs the code of conduct that DSAs shall have to adhere to while undertaking any marketing/distribution activity on behalf of the Bank. This Policy also outlines the model behaviour to be practiced by TMEs and field sale personnel while interacting with prospective (or existing) customers. To ensure that TMEs/BDEs act in accordance with the provisions listed in the Policy, the DSA will obtain a declaration of adherence from the TMEs/BDEs before assigning their respective duties.

### **3. Tele-calling a Prospect (a prospective customer)**

3.1 A DSA shall contact a prospective customer for marketing/sourcing of a Bank product or Bank related product only under the following circumstances:

3.1.1 In case the prospective customer has shown interest for acquiring a product through the Bank's internet site/call centre/branch or through a designated official of the Bank.

3.1.2 In case the prospective customer has been referred to by another Prospect/customer or is an existing customer of the Bank who has given consent for accepting calls on other products of the Bank.

3.1.3 In case the Prospect's name/telephone number/address is available and is taken from one of the lists/directories/databases which has been approved by the DSA manager or team leader, after taking due permission from the DSA owner.

3.1.4 In case the prospect's details are available and have been taken from the calling list provided by the Bank.

3.2 The DSA shall ensure that their TMEs will not call a person whose details (name/number) is flagged in any "do not disturb" list provided to them.

3.3 Telephonic contact shall be limited between 09:30 hrs. and 19:00 hrs. (Except in circumstances as described in paragraph 4.2.) The DSA shall ensure that the prospective customer is contacted only during those hours when the call will not cause any inconvenience to the Prospect. No calling to be done on national and public holidays.

3.4 The DSA shall ensure that calls outside of prescribed hours are placed only when the Prospect has explicitly authorized the TME/BDE for the same either in writing or orally.

3.5 The DSA shall ensure that every single call made to the prospect are from recorded lines. This recording shall be preserved by the DSA at least for 1 year from the date of making the call. The recording so made and preserved shall be made available to the bank officials whenever demanded.

#### **4. Privacy of Prospective customers**

4.1 The DSA shall ensure that the Prospect's privacy is maintained and respected. Under normal conditions, the Prospect's interest may be discussed only with the Prospect and any other individual/relative or family member such as Prospect's accountant/ secretary/ spouse who has been duly authorized by the Prospect.

##### *Leaving messages and contacting persons other than the Prospect –*

4.2 The Bank shall ensure that DSA call only the Prospect. In case the Prospect is not available, TME will leave a message for the Prospect. Such messages will be simple and succinct with an aim to get the Prospect to return the call or to check for a convenient time to call again.

4.3 Generally, the message will indicate that the purpose of the call is regarding selling or distributing a Bank product. Under normal circumstances, the message will contain information regarding the name of the TME, Bank and contact details requesting to call back.

It shall be ensured that any communication sent to the Prospect is in the mode and format approved by the Bank.

#### **5. No misleading statements/ misrepresentations permitted**

5.1 TMEs and BDEs shall not use misleading statements or use any misrepresentations while dealing with the Prospect. The TME/BDE shall not:

- Mislead the Prospect on any service/product offered.
- Mislead the Prospect about the nature of business or the organization's name.
- Misrepresent or inadequately represent themselves.
- Mislead the Prospect by making a false or unauthorized commitment on behalf of the Bank regarding any products or services.

#### **6. Telemarketing Etiquettes**

6.1 TMEs shall ensure that any communication with the Prospect follows proper etiquettes and meet all the provisions as given in this Policy document. The model behaviour that the TMEs needs to follow are given as follows:

6.1.1 Before a call is made, TMEs shall make sure that they do not indulge in serial dealing or call on lists which have not been approved by the team leader. They will also make sure that no calls are made before 0930 hrs. Or after 1900 hrs. Unless it has been requested by the Prospect itself.

6.1.2 During the call, TMEs shall initially identify themselves, the DSA entity and the Bank and shall request permission to proceed.

In case the Prospect is busy, the TMEs shall disconnect the call politely.

The TME shall state clearly the reason for the call and will talk in the language that is most comfortable with the Prospect.

TMEs shall always offer to call back on landline, if call is made to a cell number.

The conversation shall be limited to the business matters only and the TME shall seek to clarify the terms and conditions or any other doubts that the Prospect may have regarding the product or service.

The TME shall gauge the interest of the Prospect in a particular product or service and will reconfirm the details of the next call or next visit. They shall also provide their telephone number, their supervisor's name or the bank officer contact details if asked by the customer.

TMEs shall follow basic etiquettes such as not interrupting or argue throughout the call



and thanking the Prospect for their time.

In case any Prospect turns abusive while being on the call, the TME is expected to politely disconnect the call immediately and report the same to the Bank for proper documentation.

6.1.3 Once the call has been made, TMEs shall ensure that in case of lack of interest of the Prospect in a particular product or a service, they will not be called for a period of at least three months.

Also, the DSA establishment shall provide feedback to the Bank about Prospects who have expressed their desire to be flagged as “Do not disturb”.

TMEs shall ensure that they do not entertain calls from customers regarding products that have already been sold. In such an event, TMEs shall advise them to contact the customer service staff of the Bank.

## 7. Gifts or Bribes

It shall be ensured that no TMEs/BDEs accept gifts or bribes of any kind from the Prospect. In case any TME/BDE is offered a bribe or a payment in form of gifts by any Prospect, the concerned TME/BDE shall ensure that they report any such offer to the management of the Bank for necessary action. Similarly, in case any prospect turns abusive while being on the call, the TME shall politely disconnect the call immediately and report the same to the Bank for proper documentation.

## 8. General Precautions to be taken by BDE

8.1 The BDE shall take the following precautions while dealing with a Prospect:

- Maintain proper personal space by maintaining an adequate distance with the Prospect while communicating with him.
- The BDE shall not enter Prospect’s residence or office without prior permission from the Prospect. It shall be ensured that the BDE will respect the Prospect’s privacy.
- It shall be ensured that only one BDE and one supervisor visit the Prospect.
- In case only the family member and office persons of the Prospect are present, the BDE will end the visit with a request for the Prospect to call back. In this regard, The BDE shall leave details such as telephone number, supervisor’s name and the bank officer’s contact details, if asked for by the customer.
- The BDEs shall ensure that they are professionally dressed in a proper formal attire with a well- groomed appearance appropriate to the setting they are in.

### For men :-

- Well ironed trousers
- Well ironed shirt, shirt sleeves preferably buttoned down.

### For women :-

- Well ironed formal attire (Saree, Suit etc.)
- Well-groomed appearance.

Jeans and /or T Shirt, open sandals are not considered appropriate.

## 9. Glossary

<b>Term</b>	<b>Definition</b>
Bank	This refers to JALORE NAGRIK SAHAKARI BANK LTD.
BDE	Used as an acronym for “Business Development Executive”
DSA	Used as an acronym for “Direct Selling Agent”
IBA	Used as an acronym for “Indian Banks’ Association”
Prospects	It refers to a prospective customer who may be contacted by TME/BDE for marketing and distribution of loan or any other financial product of the Bank
TME	Used as an acronym for “Tele-Marketing Executive”