



The Bharat Scouts and Guides

National Headquarters

Address: Lakshmi Mazumdar Bhawan, 16, M. G. Marg, I. P. Estate, New Delhi-110002

Website : www.bsgindia.org Email Id: info@bsgindia.org Phones: +91-11-23370126, 23378667

To
All the State Secretaries,
State Associations of
The Bharat Scouts and Guides,
INDIAN UNION



Circular No.: 14 /2021

Date : 17th FEB, 2021



SUB: ESTABLISHMENT OF MEMBERSHIP GROWTH CELL IN BSG-REG

Dear Sir/Madam,

Greetings from the Bharat Scouts and Guides, National Headquarters, New Delhi.

As you are all aware that the Bharat Scouts and Guides is committed to extend Scouting Guiding activities to all willing young people to join Scouting Guiding. The President of the Bharat Scouts and Guides Dr. Anil Kumar Jain and our Chief National Commissioner Dr. K. K. Khandelwal has a vision to reach out to **10 million memberships by 2023**.

Towards our efforts in realizing the goal, we are pleased to inform you that with the support of WOSM, we have embarked on the special Membership Growth Project. National Membership Growth Committee was formed headed by Shri P.G.R.Sindhia, State Chief Commissioner, Karnataka State and Secretary General, President-in-Council, BSG, National Headquarters as Chair Person of the committee, Shri R.K.Kaushik, Director, BSG as NSO Co-coordinator with WOSM, Shri Krishnaswamy R. – Executive Director as Secretary of the committee and Mrs. Darshana Pawaskar, Joint Director (SS), BSG as Assistant Co-coordinator for BSG membership growth.

Further as one of the major steps, the **Membership Growth Cell** has been established and started functioning at National Headquarters, New Delhi from 08th February 2021.

The Membership Growth Cell is composed of:

- **Mr. Arup Sarkar** – Deputy Director of Scouts who is leading the project as Project Manager of BSG membership Growth Cell – e-mail Id: membership@bsgindia.org
- **Mr. Manoj Kumar Nayak** – Assistant Manager Growth Cell - e-mail Id: asstmqcbqsq@gmail.com
- **Mrs. Sumeeta Datta** – Assistant Growth Cell - e-mail Id: assistantqcbqsq@gmail.com

Mr. Manoj Kumar Nayak is responsible to analyse BSG's growth strategy, monitor and evaluate the progress on the implementation of national and state growth strategies, to prepare periodic reports on membership growth and share with all stake holders, coordinate and communicate with State Coordinators on matters related to Membership Growth of BSG, India.

Mrs. Sumeeta Datta is responsible for maintaining Growth Cell records, collecting and entering membership data in database, helping the Project Manager and Assistant Manager, Growth Cell and other Growth Cell team members in communication, record keeping, schedule committee and core committee meetings and other related membership growth services as well and extends support to the state teams.

We look forward for your support to the BSG Growth Cell team to collectively achieve our target.

With Best regards and thanking you,

Yours in Scouting,



(RAJ KUMAR KAUSHIK)
DIRECTOR_{DS}

Copy to:-

1. All the NHQ Office Bearers of the Bharat Scouts and Guides, National Headquarters.
2. Chairman/Secretary, Railway Scout and Guide Board, Rail Bhawan, New Delhi.
3. The Commissioner, Kendriya Vidyalaya Sangathan, 18 Institutional Area, Shahid Jeet Singh Marg, New Delhi - 110016.
4. The Commissioner, Novadaya Vidyalaya Samiti, Institutional Area, B-15, Sector - 62, Noida, Uttar Pradesh – 201309.
5. All the District Secretaries, District Association of Dammam, Riyadh, Muscat and Jamiat Youth Club with a request to take necessary action.
6. Members of the National Membership Growth Committee (Core Team)
7. State Membership Growth Coordinators.
8. All the Professionals of the Bharat Scouts and Guides, NHQ, NTC, NAI, NYC & Regional Offices at Bengaluru, Guwahati, Kolkata, Delhi, Gadpuri, Pachmarhi and New Delhi