FSP recruitment is a key requirement for our business growth. Our aim is to conduct at least one Business Opportunities Presentation (BOP) per month, per branch with the prospects. Hence, each rookie manager needs to source FSP’s through his natural market and do on-ground activities, which will help to generate quality leads.

FSP recruitment can be broadly divided into the following three categories:

1. **Housewives**
   - **Touch Points**: NGO, Market Places & Clubs
   - **BTL Campaign**: WOW Kitty Party & Tol Mol Ke Bol

2. **Salaried Employees**
   - **Touch Points**: Offices, Societies
   - **BTL Campaign**: Tol Mol Ke Bol & Health Camp

3. **Retired Persons**
   - **Touch Points**: Professional forums, Joggers Park, Clubs
   - **BTL Campaign**: Professionals Meets / Health Camp