

Bharat Sanchar Nigam Limited
% Chief General Manager Telecom Haryana
107, Mall Road, Ambala Cantt – 133001



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED

(A Govt. of India Enterprise)

BSNL 3G))) **BSNLLIVE**
Focus on the Results 2010

To

The GMTD
Gurgaon/Faridabad/Karnal/Rewari

No: CGMT/HR/VAS/231/03

Dated: 16-02-2010

Subject: Marketing of Wi-Max Services – regarding.

Kindly refer this office letter no CGMT/HR/Mktg-392/23 dated 15-01-2010 on the above noted subject (copy enclosed). In this regard it is intimated that no compliance has been received in this office so far. It is requested to expedite the actions requested in the above mentioned letter and submit the under compliance to this office by 18-02-2010.

Encl: As above.

(J.S.Sahota)
GM (CM-M)

Copy to: CGMT Haryana for information please.



To

The GMTD
Gurgaon/Faridabad/Karnal/Rewari

No: CGMT/HR/Mktg – 392/23

Dated at Ambala, the 15.01.2009.

Sub: Marketing of Wi-Max Services – reg.

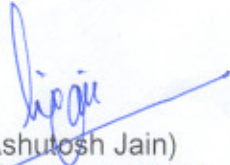
Kindly refer to BSNL H/Q letter No. BSNL/CO/SP/2008-09/Wi-Max/Rural/EH-1/Vol. II dated 17.12.2009 (copy enclosed) for provision of Broadband over wired access service (Wi-Max) in rural areas. The said service has already been launched in your SSA and the commercial guidelines have already been issued vide endorsement No. CS/HQ/PRI/Rlg./Tariff-Mobile/09/KW/7 dated 08.01.2010. It is now imperative to promote this service for utilization of capacity and increase in revenue of BSNL. It is proposed to promote this to:

- (i) All CSC franchisees to take Broadband connections wherever Wi-Max BTS have been radiated.
- (ii) Other Corporate customers like Banks, Railway stations, Post Offices, Schools/Collages, Other govt. offices may be approached which are falling in these BTS area and need Broadband services.

It is further proposed to earmark the areas being served by Wi-Max services and promotional activities such as Mass SMS, scroll on cable TV, promotion through Landline bills, organizing melas, Promotion through announcements on dial tone etc. may be done for retail rural customers.

Compliance on above including marketing activities undertaken for Wi-Max services may be submitted for kind perusal of CGMT Haryana.

DA: As above


(Ashutosh Jain)
DGM (Pdt. & Mktg.)

Copy to:

1. CGMT Haryana Circle, Ambala for kind information.
2. GM (CMP), CellOne Bhawan, Ambala for kind information & necessary action pls.
3. GMTD Hisar to take necessary advance action in view of impending launch of Wi-Max service in Hisar SSA.

406, CDMA & WiMAX cell,
BSNL Bhawan, New Delhi-110001
Tel No 011-23355966, Fax 23317867



भारत संचार निगम लिमिटेड
BHARAT SANCHAR NIGAM LIMITE D
(A Govt. of India Enterprise)

Pl. Circulate on fr. Jalandhar
ACM/CS
Pl. Circulate
8/1

No. BSNL-CO/SP/2008-09/WiMAX/Rural/Ph.-I/Vol. II

Dated : 18.12.09.

7/c

To,

The Chief General Manager
All Telecom circles,
BSNL

**Subject: Provision of Broadband Wireless Access Service(WiMAX) in Rural areas
- Commercial procedure regarding**

Broadband Wireless services (WiMAX) has been launched on 13.12.2009 by Hon'ble Minister of State for Communications & Information Technology, at Pisingan Telephone Exchange, SSA Ajmer, Rajasthan circle. The Broadband Wireless services (WiMAX) are to be provided to the rural area of BSNL field units all over the country.

In this regard the commercial procedure for 'booking and creating a WiMAX customer' is given below:

- 1) Customer will submit the Customer Application Form (CAF) with required document for new WiMAX connection. The application details will be fed in the existing commercial system (DOTSOFT, Trichur etc.)
- 2) The officer at CSC will check/examine the feasibility of connection as per the coverage map of BTS deployed in the area. If feasible, the application will be accepted for giving connection.
- 3) CSC officer will generate a demand note of requisite value as per application/tariff plan.
- 4) The customer deposit the amount as per demand note at cash counter of CSC.
- 5) As per request of the customer, CSC officer generate a request ID for new connection to concerned SDO.
- 6) The concerned SDO will approve the request of new connection and generate an advice note / work order for new WiMAX connection and forward advice note to DE/ SDE (WiMAX) (Nodal officer of WiMAX for SSA).
- 7) Nodal officer of SSA will input the details of new connection as per advice note for provision of new user ID and password in Broadband provisioning terminal (being used for ADSL for NOC Bengaluru).
- 8) NOC Bengaluru will provision the WiMAX connection for giver. CPE mac address providing user-id and password.
- 9) After provisioning of new connection by NOC Bengaluru, nodal office will complete advice note by inputting user ID and password and return the completed advice note to concerned SDO.
- 10) SDO concerned will allocate/provide CPE(indoor or outdoor based on signal level at customer premises) and user ID and password to the customer.
- 11) The customer is ready to use WiMAX service by connecting CPE to computer/laptop.

Endst No:- *es/HR/PP/1/PLG/Tariff - mobile/09/KW/7*

Dated at Ambala the 18/12/2009

P. K. Sharma
(P. K. Sharma)
Manager(WiMAX)

Copy to:-

1. The GMTD AB/HSR/RTK/KRL/SPT/JD/RWR/FBD/GRG
2. PS to CGMT, HR.Circle Ambala.
3. The GM (CFA)/GM (NWPlg,Devpt)/GM(CMM)/GM(NW-OPS)/GM (EB) C.O. AB.
4. TheDGM(PD&MKTG)/DGM (CS)/ DGM (NW Plg &Devpt)/DGM(EB)/DGM (NW OPS-1)/ DGM (Vig) C.O. Ambala.
5. The AGM (LC), AGM (CS), CAO (TR) C.O. Ambala.
6. Sh M S Kadian, Circle Secretary, BSNL, EU #- 2170, Sector - 3, HUDA, Rohtak.
7. Sh Rajinder Kaw, Distt- Secy-BSNL,EU, Circle office branch Ambala Cantt. 133006
8. The AD (MKTG) C.O. Ambala
9. Sh Tulshi Dass DET Call Centre, Sparsh BPO Phase - III Ploat No- 409, Gurgaon, Fax No. 0124-2340594
10. Guard file.

Tulshi
AGM (CS)

Haryana Circle, Ambala