

Broadband cell
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

To:

All CGMs, Telecom Circles/Metro Districts

No: 64-17/09-BB (Pt-IV) /2009

dt 13-7-2011

Sub: Implementation of USOF funded rural wire-line broadband schemes – Marketing regarding

Ref : (i) 64-27/2009-Broadband / / (Pt 1) dated 25.06.2010
(ii) 64-17/2009-Broadband / / (Pt 1) dated 28.10.2010
(iii) 64-17/2009-Broadband / / (Pt 1) dated 11.11.2010
(iv) 64-17/09-BB/ (Pt 2) dated 11.11.2009 ✓

Kind attention is invited to the above referred letters from this office wherein the BSNL actionable items were enlisted which has been laid down in the USOF agreement No 30-160-8/Wireline –BB/2006-USF dated 20.01.2009.

It has been brought to the notice by the field report of CCA during the inspection at the various sites that the provisions of the USOF agreement are not being implemented by the field units. Hence the activities to be under taken by BSNL are reiterated for information and n/a at your end please :

- a) Information to the customers/staff has be popularized on USOF scheme as per the following clauses of the USOF agreement.
 - a. Clause 14.9 Information on BSNL website
 - b. Clause 14.10 Information on the bills
 - c. Clause 14.12 Marketing of schemes
 - d. Clause 14.17 Affixing USOF subsidized on the CPEs/Computing device
 - e. Clause 14.18 Information on the registration slips/receipts
- b) Quality of service shall be ensured as per the following clauses of the USOF agreement
 - a. Clause 16.1,16.2,16.3,16.5,16.7,16.8
 - b. Maintenance of records clause 16.9,16.10,16.11 , 21.3(b)
- c) Creating awareness among the BSNL staff

The BSNL staff shall be educated / informed about the USOF plans/ subsidy available so that the information flow out to the prospective customers at the time of query itself. The measures intimated vide (iii) above may be utilized for this purpose.

Information may be disseminated through training or special booklet or through published details on their salary slips.

As illustrated in letter mentioned at (iv) above , USOF Fund agreement is very useful for BSNL to help in penetrating broadband in rural India , hence all efforts shall be made to take out proper marketing campaign to inform /educate the prospective customer . The benefits of subsidized broadband connection. Customer premises equipment (CPE) , Computer /Computing devices and kiosks shall be popularized to the maximum extent .

This is for your kind information and n/a please


DGM(P3/comm1).
NWP-BB.CFA

Copy to :

(1) GM(CFA), All Telecom Circles/ Metro districts for information and n/a please .

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No: 64-27/2009-Broadband/

Dated 25-06-2010

To:

All CGMs of Telecom circles/Metro Telephone Districts

Subject: Compliance report on actionable items under BSNL USOF wireline agreement –reg

The agreement between BSNL and USOF vide No. 30-160-8/Wireline-BB/2006-USF dated 20.01.2009 entails a number of actionable items on part of BSNL.

The actionable items pertain broadly to the following areas

- (1) **Information to the customers on USOF scheme**
 - a. Clause 14.9 Information on BSNL website
 - b. Clause 14.10 Information in the Bills
 - c. Clause 14.17 Affixing USOF subsidized on the CPEs/ Computing device
 - d. Clause 14.18 Information on the registration slips/ receipts
- (2) **Quality of Service**
 - a. Clause 16.1, 16.2, 16.3, 16.5, 16.7, 16.8
 - b. Maintenance of records Clause 16.9, 16.10, 16.11
 - c. Clause 18.9 (a) Information to customers on grievance redressal mechanism

(3) **Preserve accounting and other records**

- a. Clause 21.3(b)

All the Circles are requested to kindly ensure that the provisions in the agreement as mentioned above are being complied in strict accordance.

A compliance report in this regard may be furnished to this office before 30th of June 2010.

(4) **Rollout obligations**

The USOF agreement also envisages the rollout as detailed in clause 27.1 and LD charges have been specified as per the clause 28.2 pertaining to delays in the rollout. As the timeline of initial rollout is fast approaching, it is requested that all the Circles make all out efforts to ensure early rollout to avoid any LD payments.

- (5) **Creating awareness:** In the all India CCA conference on USOF issues, it was highlighted by CCAs that most of the BSNL officials are not aware of the USOF schemes. In this regard, it is requested that necessary action at your end may kindly be taken to spread awareness of USOF broadband schemes among BSNL officers/officials.

(P.K. Shah)
DGM (Tariff)

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No: 64-17/2009-Broadband/

Dated 28-10-2010

To:

The CGMs (All the circles / Telecom districts)

Subject: Observations made by CCAs/USOF during physical inspection of broadband connectivity in rural areas – agreement with USOF dated 20-01-2009.

Kindly refer the agreement signed by BSNL with USOF on dated 20th January, 2009 pertaining to subsidy support for broadband connectivity in rural areas. During the physical verification of broadband connections, USOF has made some observations as follows:-

- (i) There is very limited awareness about USOF plans / subsidy schemes amongst the rural public and also BSNL staff.
- (ii) Not a single connection has been provided to women SHG.
- (iii) Subsidized CPEs do not bear 'USOF subsidized' stamp.
- (iv) Details relating to USOF subsidy for broadband connection has not been provided in the bill.

You are requested to kindly look into the matter and take the necessary actions to ensure that all the terms and conditions of the BSNL-USOF agreement dated 20-01-2009 are complied.

Compliance in this regard may kindly be sent to this office for onward submission to USOF.

P-12
23/10/10
(P.K. Shah)

DGM (P3/Commercial)

212, Bharat Sanchar Bhawan,
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Tele. No. 23734057
Fax No. 23734284



भारत संच
BHARAT SAN
(A Govt. of India Enterprise)

नमिटेड
LIMITED

No. 64-17/09-BB

Dated: 11-11-2009

To
All the Chief General Managers,
Telecom Circles/Districts

Subject: USO Fund Agreement with BSNL with respect to Rural Broadband Connections.

It has come to the notice of BSNL Corporate Office that Circle officers are airing their view with DoT/USO Fund officers, when these officers are visiting various BSNL Circles. Sometimes comments made are negative in nature and create adverse effect on the existing BSNL – USO Fund Rural broadband Project Agreement. Often such negative comments are due to lack of full understanding and implications of the same. It is, therefore, suggested that Circles may kindly send their comments/observations, if any, to Corporate Office, so that proper solutions/explanations can be given, rather than discussing casually with DoT/USO Fund officers.

To put the right perspective in place, following information is reiterated for information to BSNL officers:-

- i) The subsidy given on broadband connections, that is, for 32 connections (including one for broadband kiosk) more than covers the entire cost of DSLAM, backhaul and other associated expenditure like billing, etc. USO Fund has allowed to charge monthly charges from the customers which are either sufficient or more than sufficient to cover the operational cost and international bandwidth cost.
- ii) The cost of Type-I CPE to BSNL is around Rs.750, whereas we are entitled to charge Rs.850/- per CPE from USO Fund under USO Fund Agreement.
- iii) Providing computing device to BSNL broadband rural customers is only helping BSNL in facilitating customers to become broadband customers with low entry cost. BSNL is not spending a single paisa on this computing device as the payment to vendor is given back-to-back after receiving the subsidy from USO Fund and also we are paying EMIs to the vendors after receiving money from customers through telephone bills.
- iv) The total subsidy given to BSNL under Broadband Kiosk Scheme is Rs.2,40,000/-, which is quite reasonable as per the experience gained by BSNL in the 4-trial Kiosk installed at Maharashtra, Tamil Nadu, UP (East) and Himachal Pradesh.

From the above information, it is clear that the USO Fund Agreement with BSNL is quite reasonable & helpful to BSNL in penetrating broadband in rural India. However, USO Fund as well as BSNL Corporate Office is open to any feedback and suggestions on this agreement for future.

At this point of time also, I would like to request the Circles to take out proper marketing campaign to take this information of very attractive broadband tariffs and subsidized computing device (PC, etc.) along with arrangement of supply on EMI basis backed fully under service support for 5-years from the vendor to rural population, so that we can provide more broadband connections under this scheme.

(ANIL JAIN)
GM (BB-NWP)

C: CMD/Dir.(CFA) BSNL for kind information please.

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No: 64-17/2009-Broadband/

Dated 11-11-2010

To:

The CGMs (All the circles / Telecom districts)

Subject: Creating awareness among the BSNL's field staff and prospective customers regarding the current USOF Broadband tariff plans/schemes.

Kindly refer this office letter no. 64-17/2009-Broadband dated 25-06-2010 wherein it was requested to all the circles for creating awareness about USOF Broadband schemes among BSNL official/officers. During the meeting held with Administrator, USOF on dated 09-09-2010, USOF again mentioned the lack of awareness among the BSNL's field staff and prospective customers regarding the current USOF Broadband tariff plans/schemes.

All the field units are therefore requested to create awareness among the BSNL's field staff and prospective customers. Following measures may be explored in this regard:-

1. **For creating awareness among BSNL field staff:-**
 - a. One day workshop/training session may be arranged for spreading awareness about USOF Broadband tariff plans/ schemes.
 - b. Special booklet about USOF broadband tariff & schemes may be made available to all the field unit staff.
 - c. Information may be given in salary slip.
2. **For creating awareness among prospective customers:-**
 - a. Regular advertisements about USOF schemes may be given in the telephone bills.
 - b. Leaflets/pamphlets in local language may be attached along with the telephone bills.
 - c. Advertisements may be given in the local newspapers/cable TV etc.

Compliance report may kindly be sent to this office latest by 30-11-2010 by FAX or 011-23710183 and by e-mail at bsnlbbusof@gmail.com.

Sd/-

(G. K. Garg)

CC-1 (Commercial-BE)