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

File No. 119-3/2012-BP Ent

Dated: 12th March, 2012

Circular

Sub: - Guidelines from vigilance angle for preparing, approving and dealing with special packages / proposals for Enterprise customers.

Enterprise customers like banks, corporate customers and others are high spenders in telecom and demand special attention and customized packages. All the telecom service providers have special units to deal with such customers and offer deep discounts on standard rates to garner such customers. The Enterprise units of BSNL deal with such customers and work against cut-throat competition to gain business from these customers.

2.0 A case has come to the knowledge of corporate office in which in the zeal of gaining enterprise business a special package was given to a customer where all the cost inputs were not taken into consideration and thus it resulted into loss to BSNL by more outflow in the form of IUC than receipt of revenue. BSNL vigilance has examined the case and stressed the need for caution in such matters.

3.0 In view of above, following guidelines may kindly be observed by all Enterprise units while preparing, approving and dealing with special packages / proposals for Enterprise customers.

3.1 The special package must be approved by the competent authority.

3.2 Though, in such cases, immediate action and decision making in a short time are important, to garner new and significant business, it is also important that all legal, technical and financial aspects are considered before clearing any new proposal / package as error/mistake / oversight on any of the above aspects may have significant adverse impact on the organization in terms of revenue.

3.3 A detailed cost analysis is of utmost requirement to account for all visible / hidden costs, for approval of the proposal / package.

3.4 One individual / unit should be made responsible for interacting, supervising and coordinating with customers of such special packages on all aspects whether technical, billing, agreement issues, etc.

3.5 BSNL has appointed Account Managers (NAM, KAM) for almost all the Platinum and Gold customers. These customers should be dealt either by AMs directly or the concerned AMs/their units should be consulted before finalizing any package / proposal for these customers.

3.6 It should be ensured that there is proper coordination among various units of the organization such as the sales, implementing, billing units, etc so that there is no confusion and misunderstanding and the final package is understood, implemented and billed uniformly and correctly by all concerned.

3.7 A particular Enterprise case will be considered to be complete / closed only when first proper / correct bill/s of all the services have been issued by the concerned finance unit/s and accepted / paid by the customer. All the concerned units will have to coordinate properly to ensure this.

3.8 A legally enforceable agreement with explicit and detailed terms and conditions should be entered with the customers for proper implementation of the package.

3.9 It should be ensured before finalizing the proposal / package that its implementation and billing is technically feasible.

3.10 It should be ensured that outstanding amounts for any type of services, if any, against the Enterprise customer may be realized before approving the special package / discounts to the Enterprise customer.

3.11 Circles are requested to leverage the extensive network of BSNL to offer the tariff based on prevailing guidelines. The tariff of L-1 or OSP should only be matched depending upon the circumstances of each case. Further, it is also suggested that when a substantial part of a partial work order is being offered to BSNL, Circle EB team should ensure that tariff & terms should be in sync with BSNL prevailing/quoted tariff.

3.12 All other existing guidelines / instructions on the issue should be strictly adhered to, to arrest any hidden losses to the organization.

This is issued with the approval of the competent authority.



(S. K. Seth)

Principal General Manager (EB)

To

**The CGMs/IFAs of the BSNL Circles
All GM (Enterprise) Circles/GM (EB-City)**

Copy to:

GM (EB-I) / GM (EB-II) / GM (Finance Enterprise) BSNL CO.