



- *Heartiest Welcome to*
- **Shri P K Purwar**
- **CMD BSNL,**
- **All Directors on BSNL Board**
  - and all circle heads with
  - Their BSNL family

**On BSNL Day - Oct 1<sup>st</sup>**

# 1<sup>st</sup> October, 2020

- **BSNL celebrates its foundation day**  
**Our Motto - SERVICE to Customers !**
- **Initiatives in 2020 – A recap**
- **Announcements of the Day**

# 20 important CFA Initiatives in 2020

- **Customer Centric**
- **Partner Centric**
- **Productivity –Improvement**  
(Internal process Redefine/Redesign)

# Customer Centric Initiatives

## 1. BookMyfiber (Kerala Circle + ITPC Hyd Dev Team)

An Online Portal for taking Customer leads for Bharatfibre , thus helps in understanding the demand generation and identification of non-feasible pockets.

**Launched on 18-8-20-total leads –Portal-6521/ App-16899**

## 2. BSNL Speed tester (BBNW Bgl Team)

An Inhouse developed speed tester to give Customer the confidence on BSNL network Quality , Also enables identification of network issues .

**(Total 1.65 Lakh cust used it for 8 L portal visits )**

**51 links rearranged and 27 links added**

## Customer Centric Initiatives

### 3. CDR Data Recon (All zonal ITPC+ NCNGN teams)

Reconcile CDR and NGN data – 3.4 Lakh number difference / 3.5 Lakh facility difference

### 4. Caching – Peering link augmentation (NWP BB HQ+BBNW Bgl Team + MPLS NoC Team)

Caching and peering are very critical to customer experience on internet particularly on the video content from YouTube, Facebook, and OTT platforms

(three new locations in 2020, Addition of 477 Gbps peering, 510 caching, almost 50% increase over the March 2020 capacity)

## Customer Centric Initiatives

### 5. Improved MyBSNL APP (ITPC Hyd Dev Team)

A new improvised version of My BSNL app with features of new connection, upgrade plan, single click pay bill and simplified recharge  
**total transaction increased by 37 % in one month**

### 6. DRONE (Digitally Rich Online Nationwide Education) (IIT Mumbai + ITPC Pune and Hyd Dev Team)

online education platform launched for improving customer engagement on online education requirement , IIT Mumbai has particularly appreciated this initiative of BSNL for spreading its education Pan India .

**(191 users registered till date)**

# Partner Centric Initiatives

## 7. BSNL Insta pay (ITPC Hyd Dev Team)

An Online Wallet Recharge process making the partner BSNL engagement for wallet recharge as 24 X 7 & paperless.

( launched on 12-3-20 / total transaction –1.28 L - Rs 595 Cr.  
Top circle –Kerala)

## 8. OCSC (Online CSC portal ) (ITPC Hyd Dev Team )

Online CSC Portal launched for giving single window access to Wireline and Wireless services access to CSC partners to service the customers in most effective manner with no cash transaction with BSNL on day to day basis

(launched on 24 -4-20- total outsourced CSC-186, transaction count –2.32 L, Top circle-Tamil Nadu)

# Partner Centric Initiatives

## 9. Cluster partner Model (ITPC Pune + Hyd Dev Team)

A Customer Access Network Management model developed to deal with post VRS situation with end to end paper less , SLA based , online invoice processing  
( 84% of total faults attended in Aug 20 – 7.40 L with invoice processed for Rs 102 Cr )

## 10. Service verification portal ) (ITPC Hyd DC + KTK Team )

online collaboration tool for verification of service rendered by AMC partners with verification of data on monthly basis and generation & processing of paperless invoices  
(Q2 invoices to be done through this process )



# Partner Centric Initiatives

## 11. NMS for partner OLT (BBNW Bgl + Kerala Team)

Partner OLTE have been integrated through software simulated NMS for online monitoring of OLTE uptime and alerts to field units for any corrective action.

( 7500 partner OLTE integrated so far)

## 12. BSNL ePay (Kerala Team + ITPC Hyd Dev team )

A real time revenue share process for FTTH partners for customer paying their bills online on portal .

( 1384 partners on-boarded with total transaction Rs 2.74 Cr in Aug-Sep )

# Internal productivity improvement Initiatives

## 13. IP pool management (ITPC Pune Dev Team)

Single view on allocated / used IPs, unused pools and workflow for fresh allocation of IP pools

(launched on 24-4-20 – Total IP pool allotted – 49,969 / vacated - 28,783 )

## 14. SPECIAL App (ITPC Hyd Dev Team )

A simplified process for collection improvement, enabling BSNL retired employees to become collection partners

( Launched on 17th may- total partners count –521, transactions Rs 44.5 Lacs , Top Circle Tamil Nadu)

# Internal productivity improvement Initiatives

## 15. Fraud management system

(NCNGN Bgl + ITPC Hyd DC Team)

ILD Calls threshold monitoring system blocking the customer on real time basis to avoid inflated bills or misuse complaints and ILD fraud cases.

**(Total blocked number so far- 553)**

# Internal productivity improvement Initiatives

## 16. CFA dash board – Revamped (ITPC Team)

All outage reports on various network element +  
Traffic reports Voice & Data including signalling traffic for  
local-trunk-ILD +  
Performance monitoring report-  
individual/ssa/circle/partners +  
Network configuration report- NGN +  
Customer addition reports – LL/BB/FTTH/Air Fibre+  
Revenue reports- Target/Achievement

# Internal productivity improvement Initiatives

## 17. Oorja App (CE-elect Punjab + ITPC Hyd Dev team)

The App captures the one time tariff data of state and the consumption data of every metered electric connection of BSNL and then based on monthly reading, calculates the energy bill as per the standard tariff of the electricity board. This is compared with standard bill received from electricity dept.

during the 1<sup>st</sup> round of data verification, it is observed that as many as **24000+** entries in SAP are to be deactivated / deleted out of **68000+** total entry .

# Internal productivity improvement Initiatives

## 17. Oorja App (CE-ele Punjab + ITPC Hyd Dev team)

De-activation of excess accounts is required to permanently close these exchanges/BTS connection in ERP and also ensuring the permanent closure of electricity connection from electricity boards to avoid continuous bill raising even after closure of the electricity connections

Name of Circle	Total Number of Electricity Connections	Number of Electricity Connections (Where payment is made by BSNL in SAP)					
		TE Bldgs.	Admn Bldg	BTS with independent electricity connection	Staff Qtrs	IQ	Others (Sub meters etc.)
1	2=(3+4+5+6+7+8)	3	4	5	6	7	8
PUNJAB	2852	1398	12	1187	132	12	111

# Highlights : Bharat Oorja App

▶ **Checking of Electricity Bills as per Latest Tariff of DISCOM** : Enables the user at any level and stream to check the electricity bill raised by DISCOM. All the calculation of various components of Bill viz Fixed Charges, Electricity Duty, Infra Tax and other taxes etc. has been incorporated in App .

▶ **Easy Navigation** : User friendly, bare minimum entries like OMR, CMR , Period of Bill and few open fields are required to be entered by user to validate the bill.

▶ **Detection of Excess/wrong Billing by DISCOM** : The App is helpful in detection of Excess/Wrong Billing by DISCOMs on account of wrong Multiplying Factor , Voltage Surcharge, Wrong Calculation of Fixed Charges, Taxes etc.

**WITH ALL DATA CAPTURED THROUGH APP, IT GIVES EDGE TO THE MANAGEMENT WITH REALTIME MIS ON ELECTRICITY EXPENSES AND CONSUMPTION.**

# Future Benefits of Bharat Oorja App

The information extracted from Bharat Oorja APP reports will be used as “Analytical Tool for making Vital Decisions” and monitoring the electricity expenses, consumption etc. at micro level. Some of the benefits are enumerated below :

## **Electricity Consumption Monitoring and Comparison :**

Electricity consumption of SSA wise , Exchange and BTS wise monitoring will be useful for initiating various energy conservation measures to reduce consumption.

Analysing the consumption pattern on uniform basis for the similar load of Exchanges /BTS

**Electricity Late Payment Surcharge :** To identify the exchanges/BTS in which Surcharge amount on account of late payment is very high so that cumulative effect of surcharge amount can be curtailed by making payment of such exchanges/BTS timely.



## Future Benefits of Bharat Oorja App...

**Contract Demand and Maximum Demand Review:** It will be useful in analysing and reviewing of Contract demand on the basis of maximum demand during the period and to take action to reduce the Contract Demand to avoid Fixed Charges in case of Two Part Tariff and to increase the contract in case of increased demand.

**Security Deposit and Security Interest :** It will be useful to monitor timely credit of the Interest on security deposit by DISCOM. The cases in which Interest credit is not given by DISCOM can be identified and can be represented to DISCOM for corrective action. Further refund of the security deposit of closed connections can also be monitored.

## STATUS OF BHARAT OORJA APP (PUNJAB CIRCLE)

Circle	Electricity Connection Entries in SAP (as on 15.07.2020)	Details of Actual Number of Electricity Connections (Bldg. wise summary where payment is made by BSNL in SAP)						Number of Entities Configured/ Made in Oorja App	Number of Entities Validated in Oorja App	Savings achieved
		TE Bldgs.	Admn Bldg	BTS with independent electricity connection	Staff Qtrs	IQ	Others (Sub meters etc.)			
A	B	C	D	E	F	G	H	I*	J*	K**
<b>Total</b>	<b>2852</b>	<b>1398</b>	<b>12</b>	<b>1187</b>	<b>132</b>	<b>12</b>	<b>111</b>	<b>2766</b>	<b>1582</b>	<b>33.01 Cr</b>

**Punjab Circle has recently been migrated to Bharat Oorja Version 2 on 22.07.2020 and the Chandigarh area has been mapped on 31.08.2020.**

**The difference between Col. B and I is due to non configuring of Chandigarh area in the App.**

**The difference between Col. I and J is due to non receipt of electricity bills due to Covid 19 .**

**All the electricity bills are now mandatorily been validated through App before posting in SAP in Punjab Circle.**

# 20 important CFA Initiatives in 2020

## Announcing Today

### → 18. Productivity –Improvement

Auto Provisioning of customer in NGN / CDoT  
NMS

### → 19. Partner Centric

→ E Market Place

### → 20. Customer Centric

BOSS / New FTTH Plans / Existing FTTH –higher  
D/L and Higher speed

## 18.a CDOT NMS (NCNGN Team)

- In-house developed platform incorporating five key features with single SIGN-ON for all modules  
**INVENTORY – CONFIGURATION – USER – BACKUP RESTORE – FAULT MANAGEMENT**
- Web based Cross Platform Support in lieu of applet and java web start applet client provided as by CDOT
- Use of cutting edge technology (as KAFKA SERVERS) for streaming data in real-time into other systems and TOKEN based authentication system for authentication
- Deployed on already existing CDR / O&M network

# 18.a CDOT NMS (NCNGN Team)

## ➤ **INVENTORY MODULE -**

- Hierarchical based Tree structure display of PAN-INDIA core & access inventory data
- Auto discovery of NEs is through EMS & Pass-over NEs are rediscovered from NEs directly

## ➤ **CONFIGURATION MODULE -**

- Single click facility for the user to run configuration commands on the authorized NEs for CORE & ACCESS
- On screen display of current configurations and rack wise subscriber list
- On click facilitation of Routine commands in the rack view (status, display, modification and diagnosis)

# 18.a CDOT NMS (NCNGN Team)

## ➤ **USER MODULE -**

- Central Authentication module for NMS
- Token based Secure Authentication module is made Accessible to other modules through API calls, thus each user can be linked to his authorized privileges

## ➤ **BACKUP & RESTORATION MODULE -**

- Centralized control of backup and restore activities
- Instant backup / Scheduled Backup with Multi Threading
- Single click Restoration of CACU and LAGU through portal
- Monitoring by user and notification via SMS on failure

## 18.b Auto Provisioning of customer ( NCNGN + ITPC Team)

CUSTOMER

### Auto provisioning of Customer on CDOT NGN includes :

- i) NTC Provisioning
- ii) De-provisioning
- iii) Facility addition/deletion
- iv) Faulty Port Change
- v) Bharat Fiber Voice provisioning scenarios gets completed automated for CDOT MAX NGN switches without any manual intervention.

II) With this, all security aspects for data shall also improve as manual commands on the network shall be minimized.

III) Manpower utilization shall be more network centric than engaged in customer OBs

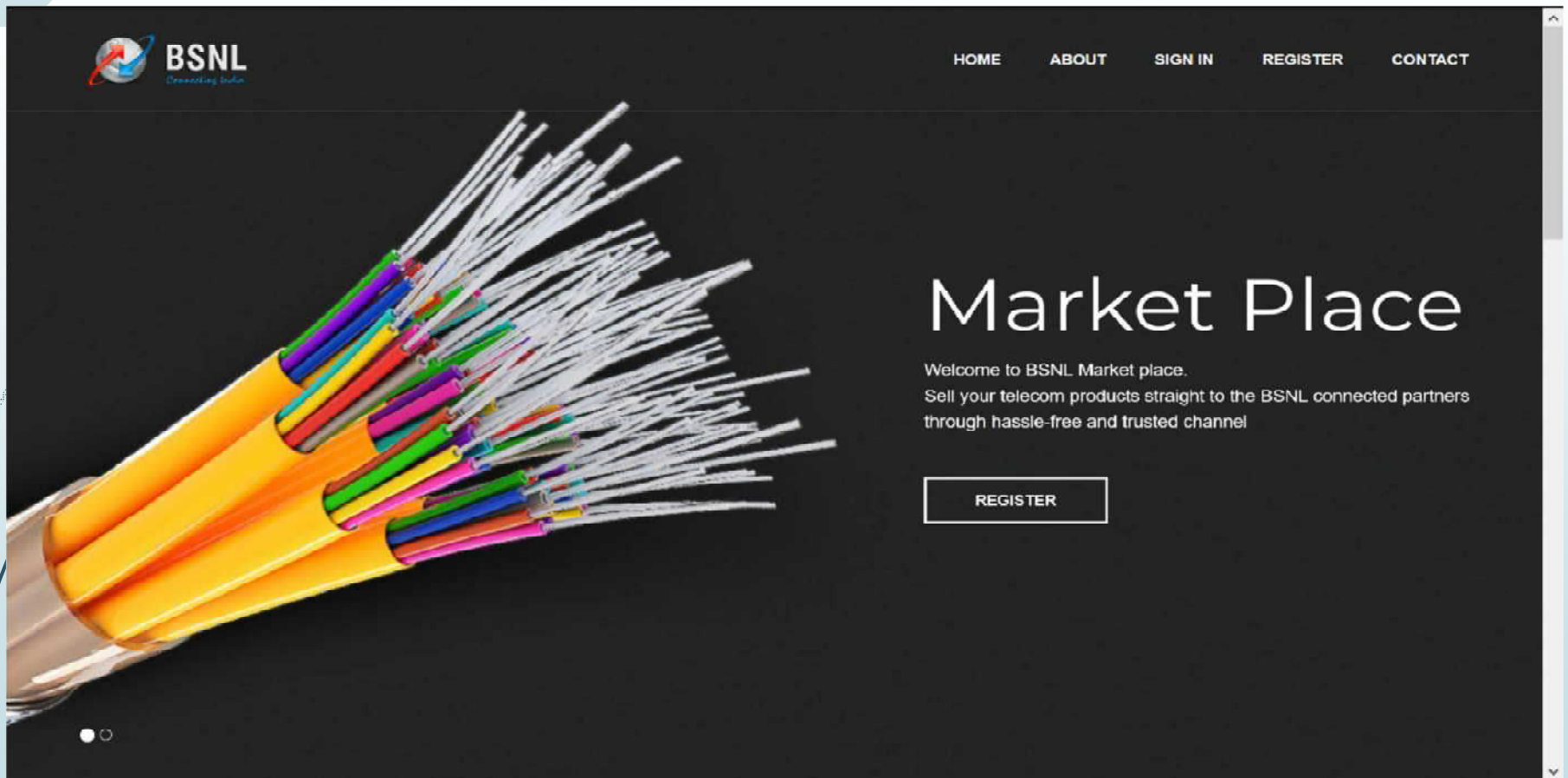
## 19. BSNL e-Marketplace - Key Features

Online platform to facilitate **BSNL Franchisee or FTTH Partner or Cluster Partner** with a marketplace which will help them to:

- Explore FTTH or Broadband installation products offered by Verified Product vendors.
- Compare the product specification and cost from different vendors
- Choose the desired product and verify the availability
- Place a request to the Product vendor.
- Communicate with Product Vendor for any clarification
- Find the contact details and location address of the vendor



# BSNL e-Marketplace – Landing Page



# BSNL e-Marketplace – Product Category

The screenshot displays the BSNL e-Marketplace website interface. At the top left is the BSNL logo with the tagline "Connecting India". To the right of the logo is a navigation menu with links for HOME, ABOUT, SIGN IN, REGISTER, and CONTACT. The main content area is divided into three product showcase sections:

- Product-1:** Features a title "Product-1" and a placeholder text: "Description related to the product-1 goes here. Brief description about the product showcase on marketplace." Below the text is an image of a network switch or patch panel with various colored cables plugged in.
- Product-2:** Features a title "Product-2" and a placeholder text: "Description related to the product-1 goes here. Brief description about the product showcase on marketplace." Below the text is an image of a fiber optic cable connector on a laptop keyboard.
- Product-3:** Features a title "Product-3" and a placeholder text: "Description related to the product-3 goes here. Brief description about the product showcase on marketplace." Below the text is an image of a server rack with numerous blue and yellow network cables plugged into ports.

At the bottom right of the page, there is a dark grey button labeled "TOP".

# BSNL e-Marketplace – Product Management

**BSNL Marketplace**  
VISIONTECH V

Dashboard **Products** Orders Quotations Invoices Search...

### Products

Manage Products [New Product](#)

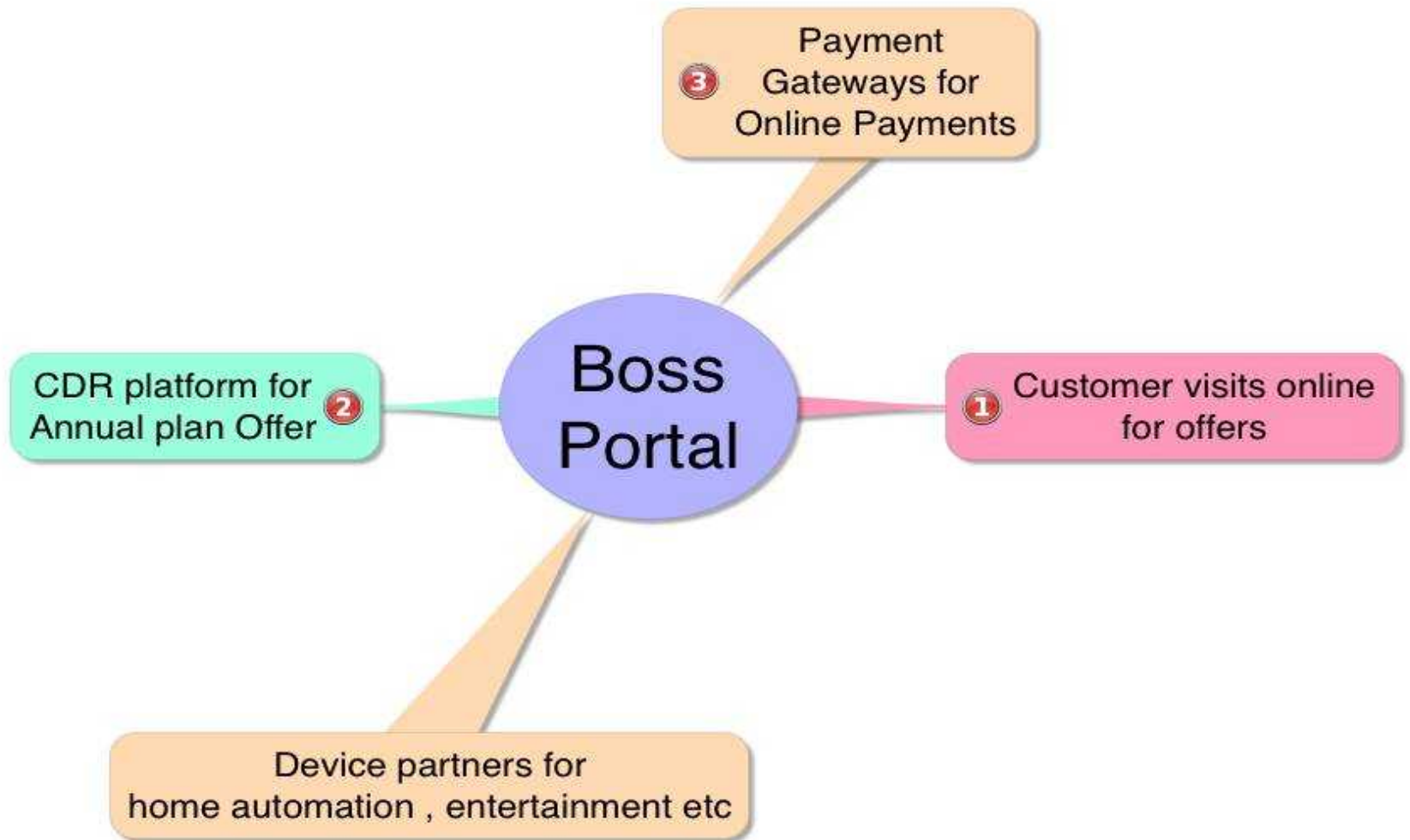
Search... Search

PRODUCT NAME	BRAND	STATUS	CATEGORY	ACTIONS
<b>C</b> CALLER ID PHONE Cardless Landline Phone with Caller ID and Speakerphone	Panasonic	Pending	LANDLINE ACCESSORIES	...
<b>D</b> D-LINK MODEM D-Link DSL-2750U Wireless N 300 ADSL2 + Router	D Link	Pending	BROADBAND ACCESSOR	View Edit Delete
<b>G</b> GPON ONU GPON Optical Network Unit with 1 GE port, 1 FE Port, IPOTS and WiFi	SyroTech	Pending	FTTH	...
<b>M</b> MINI OTDR Mini- 1310/1550nm OTDR Multi-Function tester Built in OPM/OLS / RJ45 Test/VFL Test Rang 5m-60Km Dynamic Range 24dB/22dB With FC/APC-FC/UPC-SX	FIRST FIBER	Pending	FIBER ACCESSORIES	...
<b>OPTIC FIBER CABLE</b>				

## 20a. BoSS – Bundle offer System Simplified

One stop Simplified Portal to Buy the Bundled Products/Devices along with the designated Annual Plans.

- 1) Subscriber can view all the available bundled Products/Devices with the connected Annual plan.
- 2) Subscriber can select the Product/Device and Plan for required Landline or FTTH number and pay the required Advance Annual Plan Charges+ Bundling Fee online.
- 3) Once Payment is received, Plan Change will be initiated in respective CRM and Device will be Shipped by the designated partner.



## 20.b New FTTH Plans

Plan	Speed	FUP Download	OTT	FMC
FIBER BASIC	30 MBPS	3.3 TB	NIL	449
FIBER VALUE	100 MBPS	3.3 TB	NIL	799
FIBER PREMIUM	200 MBPS	3.3 TB	Hotstar Premium	999
FIBER ULTRA	300 MBPS	3.3 TB	Hotstar Premium	1499

## 20.c More Speed / download – existing plans

Monthly Rental	speed Existing	Speed Revised	FUP Speed	FUP Revised	Download
<500	Upto 50 Mbps	<b>upto 50 Mbps</b>	1 Mbps	<b>2 Mbps</b>	no change
500-650	Upto 50 MBPS	<b>upto 100 Mbps</b>	1 Mbps	<b>2 Mbps</b>	no change
651-799	Upto 50 Mbps	<b>upto 100 Mbps</b>	2 Mbps	<b>5 Mbps</b>	no change
800-999	Upto 100 Mbps	<b>upto 100 Mbps</b>	2 Mbps	<b>10 Mbps</b>	no change
1000-1499	<100 MBPS	<b>upto 200 Mbps</b>	2 Mbps	<b>15 Mbps</b>	<b>3.3 TB</b>
>1499	<100 MBPS	<b>upto 200 Mbps</b>	4 Mbps	<b>20 Mbps</b>	<b>4 TB</b>

# Team – Development- Hyd



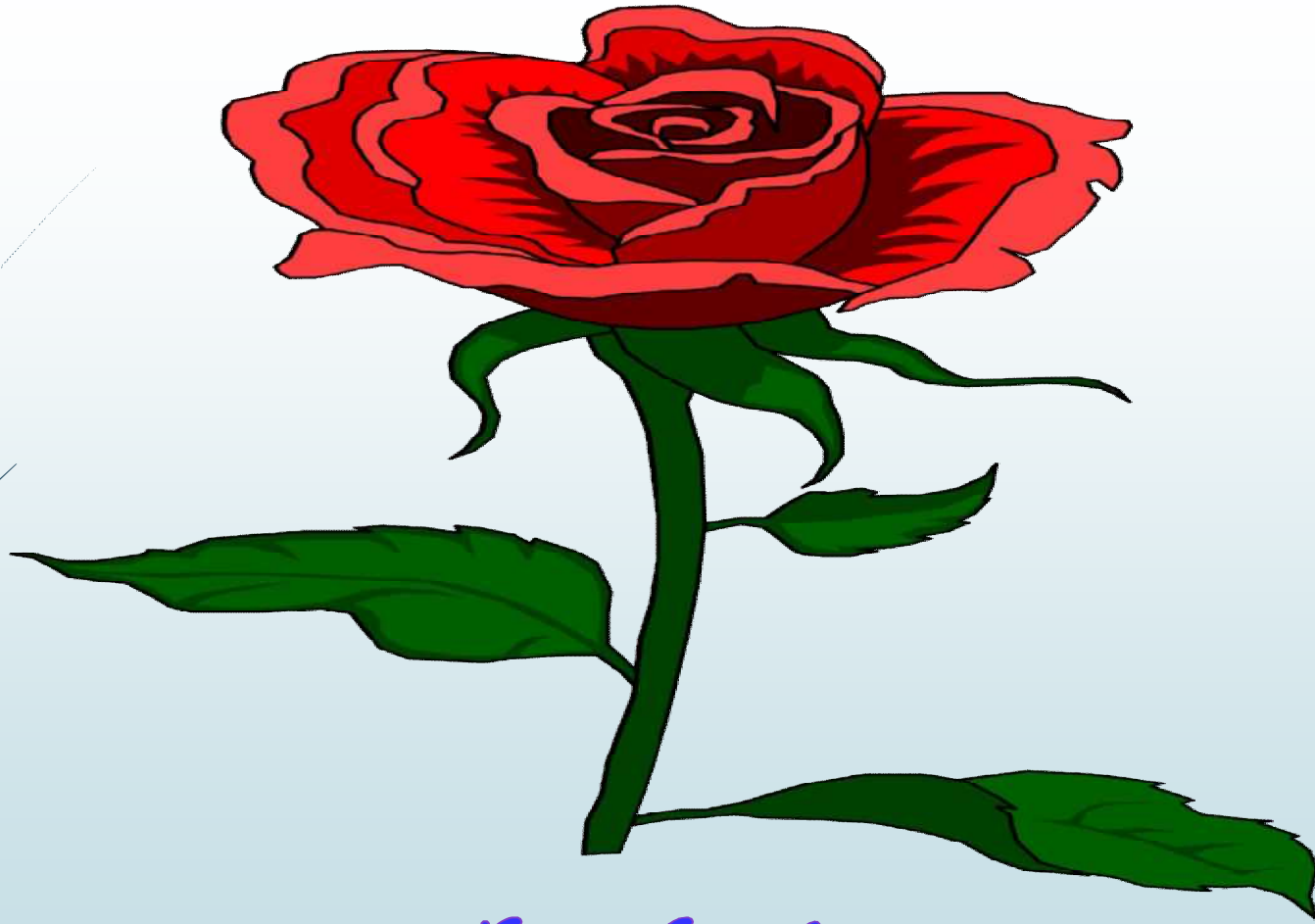


## Team NCNGN and BBNW



# Team - ITPC Data centres





*Thank You*