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

**BSNL 3G** )))) **BSNL LIVE**  
 Faster than your thoughts 2010

VAS-12/CBS EOI-2013 (Pt.)

Dated: 16<sup>th</sup> June, 2015

**Subject: Launch of Cell Broadcasting Services-Regarding**

To,

All CGMTs  
 Telecom Circles/Districts

**Reference No:**

1. D.O.No.VAS-12/CBSEOI-2014 dated 3<sup>rd</sup> June 2015
2. VAS-12/CBSEOI-2013 dated 4<sup>th</sup> June 2015

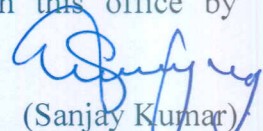
Kindly refer to the above referenced letters vide detailed guidelines and status of launch of the Cell Broadcasting Project (CBS) was communicated. Though the project is almost ready for the launch, however during the last review meeting, M/s Celltick has pointed out some issues, which need immediate attention of Circles/districts. The brief details of such issues are:

1. Expiry of login credential: On a regular basis M/s Celltick is getting cases where BSCs were successfully integrated in past but due to expiry/change of Username/Password, BSCs gets disconnected again. In service live scenario this will lead to revenue loss. Therefore circle should give username/password with never expire parameter. In case if it is not possible validity of credentials should be for long time preferably for 3 years (till the date of contract 1<sup>st</sup> of March 2018).
2. Unavailability of sufficient SIMs- It was observed that some of the circles are waiting for launch of service before making the new Celltick enabled SIMs available to retail chain and CSCs. In this regard it may be noted by all circles that Cell Broadcasting services will not be available for old SIMs (without Celltick applet included) and Celltick applet is presently available with SIMs procured recently by TF, Mumbai. Therefore such SIMs need to be made available to retail chain and CSCs without waiting for launch of project. Unavailability of SIMs immediately after the launch of service will adversely impact the image of BSNL, which should be avoided by all means.



3. Huge fluctuation in connection -From last one month huge fluctuation in connection with East zone BSCs is being observed. On a daily basis around 50 BSCs remains disconnected (Sometime reaches to 90 BSCs). Same has been discussed with BSNL Nodal/Circle teams also. Though circle/Nodal team are supporting on the front but to solve these issues on daily basis it takes lot of follow-up and work at both side which is very time taking exercise. Need to identify a solution to resolve this issue permanently otherwise there are chances of losing revenue from these BSCs.
4. Huawei BSCs getting disconnected -Similarly in south zone, Huawei BSCs are getting disconnected. Whenever reconfiguring at Huawei end is done, connection remains up for very short time and then BSCs get disconnected again. Due to which complete process needs to be follow-up again and again. According to circle team this is a known issue from Huawei side. Need help from Zonal/circle/Huawei team to solve this problem permanently otherwise these BSCs will not give any revenue because of continuous fluctuation.

It is requested to examine these issues on priority and resolve immediately in co-ordination with M/s Celltick. Compliance of above shall reach this office by 20.06.2015.

  
(Sanjay Kumar)  
DGM (WAS)  
Corp. Off.

Copy to:

1. GM (Nodals) North/South/East/West Zone with request to coordinate with Circles and M/s Celltick.
2. M/s Celltick with request to coordinate with Circles and Zones.