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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
2010

No. 200-5/2012-VAS

Date: 05/09/2012

To

1. CGM, Punjab Telecom Circle
Chandigarh
2. CGMs, Kerala/ Bihar Telecom Circle
Trivandram/Patna

Sub: 'Remittance of Money through Mobile Phones' service for DoP with M/s MMS - designating coordinating officer regd.

Ref: Letter no. 200-26/2011-VAS dated 05/07/2012

Kindly refer to the above mentioned letter cited under reference regarding '**Remittance of Money through Mobile Phones**' service. In that letter, it was conveyed that each circle shall nominate a '**DGM (Financial Services Coordinator)**' for coordinating BSNL '**Financial services/ products**'.


Since then several queries have been received from circles/field units asking clarification whether DGM (Finance) can 'only' be nominated for the above mentioned work.

In this regard it is clarified that '**Financial services/ products**' are Value Added Services (VAS) dealing with financial products/services and are similar to other VAS such as entertainment, education, M-Gov, health, Information etc.

One of such service named as '**TRUST Card**' has already been launched by BSNL and another service which is referred to above is scheduled to be launched on 2nd Oct 2012. Further, BSNL may launch **Open-Prepaid instrument** popularly termed as M-Wallet etc.

To co-ordinate for such Value Added Services, dealing with '**Financial services/ products**' a DGM in-charge of VAS in the circle, needs to be asked, to look after such services and will function as '**DGM (Financial Service coordinator)**' for the purpose mentioned in the above referred letter. It is not mandatory that the official should be from Finance stream.

This is for further necessary action at your end please.


(Neeraj Kumar)
Addl. GM (VAS-I)

CC:

- (i) All CGMs Telecom Circles/Districts
- (ii) GM (Nodal Incharge), North/East/West/South Zone.