



NO.3-72/2014/P&P-CM

Dated: 6th June, 2014

Sub: - Guidelines for Commercial OBD (out bound dialing) services.

The guidelines for OBD (out bound dialing) services are as follows:-

- 1) The authority of signing agreements is delegated to territorial circle CGMs, who may designate a DGM (and above) level officer to implement/execute the agreement with prospective customer.
- 2) (a) **Bank Guarantee/Security deposit:-**
 - (i) Initially, the bank guarantee/security deposit for the new agreements will, in general be calculated as "**1.25 times of (duration of OBD call x number of estimated OBD calls in a month)**" with an assumption that all estimated calls are off-net calls.
 - (ii) Subsequently, bank guarantee/security deposit may be increased suitably, if needed, by the CGM depending upon risk factors, actual number of OBD calls, OBD tariff etc.
 - (iii) The bank guarantee/security deposit is for the customers requesting to avail OBD services on regular basis.
- (b) **Bank Guarantee/Security deposit waiver criteria:-**
 - (i) The CGM can waive off bank guarantee/security deposits for Central Government, State Government, Municipal corporations and autonomous bodies (like TRAI, Election Commission etc).
 - (ii) The bank guarantee/security deposit and agreement conditions are not required in the case of customers availing BSNL's OBD service discretely/randomly i.e. not a regular user. In such cases the payment will be received upfront in advance by field units before OBD calls. Necessary work orders may be issued after receiving payments which can be executed by the designated officer responsible for configuring OBD services.
- 3) The billing of OBD service will be on submission basis.
- 4) The OBD server is also utilized by the BSNL for the internal purposes like bill reminders, promotional messages etc. DGM (VAS), CMTS shall be responsible to decide the extent of commercial use of OBD services based on the available spare capacity in OBD servers.
- 5) DGM (VAS), CMTS shall be over all in-charge of OBD servers and act as its administrator and further create circle/sub circle level users and allocate username and password to them. The URL link to be used to login to OBD server shall be issued by the respective DGM (VAS), CMTS.
- 6) BSNL field units will input the OBD message of the customer in the system and will be responsible for checking the content of the OBD messages/calls and ensure that same is not objectionable & it meets all the requirement of law of the land.
- 7) BSNL field units will be responsible for the compliance of "Do not Call registry" & meeting the TRAI/DoT guidelines.
- 8) To ensure that the designated official has sent correct number of OBD calls to predetermined numbers, reports should be used at the end of the month to crosscheck the payment for each customer/user/vendor with number of OBD calls from that circle. CAO may be made responsible for this.
- 9) A separate username/password will be provided to CAO of each circle who will be responsible to download the reports of total OBD calls from that circle and verify it with advance received and bring discrepancy if any to the notice of circle CGM.
- 10) Circle CGM's shall devise a system to audit the system regularly, so as to prevent any possibility of OBD calls without receipt of payment.

The above mentioned guidelines will be effective with immediate effect. This may be brought to the notice of all concerned for taking necessary action in this regard. Press note and proper advertisement as deemed fit may be made to generate adequate response. Circles are requested to give their feedback on the above guidelines for further improvement.

(B. B. B.)
DGM (P&P-CM)

To
All CGMs - Telecom Circles/ Telephone Districts.
Copy to:
1. CMD, BSNL and all Directors, BSNL Board.
2. All PGMs / GMs, BSNL C.O.