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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

अनुपम श्रीवास्तव
निदेशक (कन्ज्यूमर मोबिलिटी)
बी.एस.एन.एल. बोर्ड

D.O. No. VAS-5/Review of M-Gov/2014
November 24, 2014

ANUPAM SHRIVASTAVA
Director (Consumer Mobility)
B.S.N.L. Board

Dear Shri

As you all know, BSNL top management gives utmost priority to explore new avenues of revenue generation. In this direction, we have increased our focus on 'Mobile Governance' and have come up with a new policy for realizing the revenue potential of upcoming M-Governance Projects launched by Government both at Central and State levels. The opportunity to increase revenue has increase multi-fold in view of Government's "Digital India" Project, which aims to leverage ICT and mobile technology capabilities to deliver governance to common citizens across the length and breadth of our country.

BSNL, with new M-Governance policy in place, shall pro-actively approach the potential customers for grabbing business opportunities thrown by various projects being executed under the umbrella of "Digital India". This policy lays the framework for efficient execution of M-Governance service projects by ensuring close coordination with business partners and various Governments.

Salient features of new M-Governance Policy broadly are :

- Roles & responsibilities of BSNL & Value Added Service Providers (VASP) explained in detail
- Modes of Engagement with customer and VASPs
- Procedure for execution of Project
- Financial Terms and conditions

A presentation covering above aspects of policy is attached with this letter.

In addition to above, a separate confidential letter dated 19.09.2014 was also sent to CGMs and Zonal Heads regarding commercial Terms & Conditions between BSNL & VASPs by post and e-mail. Also, to provide M-Governance services quickly, some of the VASPs were empanelled as per letter No. VAS-5/M-Gov-CENT.EMPANEL/02/2012, dated 22.11.2013. However, it may be noted that provisioning of M-Governance services are not restricted to empanelled CEASPs only. For further details new M-Governance policy may be referred. After having the policy framework in place, it is high time to prepare a detailed action plan. As it involves close coordination among cross functional teams belonging to various verticals like EB, S&M, VAS etc., the concerned CGM needs to take lead in putting in place a team for exploring and chasing the opportunities and mechanism to monitor the progress.

I would like you to quickly workout the plan and submit to me within 2 weeks' time. Good performance will surely be appreciated and same will reflect in your APAR. The periodic review of the progress will be held on monthly basis.

With best wishes,

Encl : a/a

Yours sincerely,

(Anupam Shrivastava)

Shri

All Chief General Manager.

Telecom Circle / District / NTR

(By Name)

Copy to :

1. CMD, BSNL -for kind information.
2. All Functional Directors, BSNL Board
3. GM (Nodal In-charge), N/E/W/S Zones
4. GM (EB-II), BSNL C.O.