

Letter No: BSNLCO-COMN/17(11)/27/2024-NWO CM II

Date: 18-09-25

URGENT/ TIMEBOUND

To


All the CGM
BSNL Telecom/ CNTX Circles

Subject: Action plan for Inaugural programme of 4G services & Saturation sites by Hon'ble PM.

Hon'ble PM shall inaugurate the 4G saturation sites and BSNL 4G services at Berhampur , Odisha on Dated 27.9.2025. The programme shall be live broadcast at around 150 locations Including CGM HQ , Saturations sites and other places as decided . Hon'ble PM may do live interaction with the general public available at around 10 No. of saturation sites.

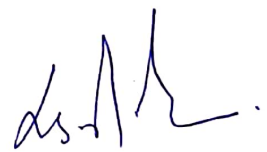
Following action has to be ensured.

1. All CGMs are requested to ensure meticulous arrangements for a seamless and impactful event. This launch is a landmark achievement for BSNL, and it is imperative to showcase our network capabilities and organizational efficiency.
2. It is proposed to have Big function at CGM HQ (In Auditorium or Big Halls) for 500+ attendees. CGM shall invite the dignitaries in the function to grace the occasion. Arrange a suitable stage, seating, audio-visual systems, proper power backup and BSNL 4G branding to reflect the significance of the occasion. Coordinate with the district administration to prepare a venue capable of accommodating dignitaries, BSNL staff, media, and the public.
3. Deploy high-speed leased line connectivity at these CGM HQ venues to support live demonstrations, streaming, and media requirements. Ensure robust 4G network coverage at the venue and surrounding areas to showcase BSNL's 4G capabilities.
4. Verify the readiness of the transmission network to support the 4G infrastructure, ensuring high uptime and minimal latency. Conduct end-to-end testing of the transmission backbone to handle increased data loads during the event and beyond. Deploy a dedicated team to monitor the transmission network in real-time during the inauguration. **All CNTX circles to monitor the OFC network.**
5. Around 50 saturations sites & other 100 Town/Cities with gathering of more than 500 public have been shortlisted from the list shared by circles to be part of this inaugural event. (list of location are attached –Saturation sites & Town/City). **Circles are requested to fill the required information immediately for proposer monitoring and coordination purpose.**
6. NIC Plate form shall be used for VC / live communication from the Odisha venue.



7. There will be live interaction of Hon'ble PM with 10 selected saturation sites that will be a combination of (Odisha saturation sites / Leh Sites/ NE sites/LWE Sites/BOP sites) which will be intimated in due course. Respective circle CGMs are requested to do the regular testing on these sites and ensure availability of technical staff for VC testing and trouble shooting at such sites along with transmission team as soon as location is finalized. **For this purpose, necessary arrangements including internet connectivity through internet leased line to be ensured by the circle CGM in co-ordination with state NIC team and TCS .**
8. The Hon'ble PM stage shall have two BIG screen (One connected with 10 Selected sites for interaction with Hon'ble PM) and other for communication with remaining locations. CGM Odisha to ensure the same.
9. 4G to 4G Calls are to be tested (at 10 Locations). Handsets being used for the purpose to be secured / got tested with SPG (action to be taken by CGM Odisha).
10. Existing Banner at saturation sites should be available. Apart from that a new Banner of 3 ftX 6ft size shall be placed at all saturation site locations, the design of which shall be shared by Corporate Marketing section. Circles shall ensure the availability of the staff/manpower at all 14,000 DBN sites being inaugurated.
11. Cyber security of the Network should be ensured. NCIIPC / Cert-In to be coordinated for monitoring (detailed instruction in this regard shall be issued by PGM (Security), BSNL CO).
12. Media Plan to be given to DoT by corporate marketing cell along with the teasers (25 year celebration, quarter profitability, indigenous stack etc.).
13. Impact of campaign on social media to be tracked and informed to DDG social media (DoT).
14. Circles to collaborate with the media teams to ensure comprehensive coverage of the event, including live broadcasts and press releases highlighting BSNL's 4G rollout.
15. CGMS may coordinate with LSA/CCA wings for successful program.

This is issued with the approval of competent authority.



Sunil Kumar Singhal
(PGM NWO CM-I)

Copy to:

1. Director (CM), BSNL Board for kind information please.
2. PGM (Corp-marketing)/PGM (Security)/ PGM(NWP-SP)/ GM(NWP-CM) for kind information & n/a please.
3. M/s TCS for information and necessary action.