

Consumer Fixed Access Intelligent Network Services

Fixed IN Services Product Manual for Employees & Tariff Information



Bharat Sanchar Nigam Limited

Karnataka Telecom Circle
Bangalore - 560 008

Dear Colleagues,

During the last few years all the Telecom Services Providers including BSNL have started giving increased focus on Enterprise Customers segment due to falling ARPU from retail services. BSNL is also facing continues decline in its revenue from Fixed Access Services. The challenge of BSNL is basically on executing the best strategy in order to arrest the drop in fixed line business.

The changed scenario requires us to realign our strategy and change our business model. Under the changed requirement all of us should give more focus on services catering to diverse requirements of Commercial Customers. BSNL Fixed IN Services can be a big opportunity for us to increase our revenue from Fixed Access.

Presently there are 5 IN platforms and we have 10 services namely- VCC, ACC, FPH, Voice VPN, PRM, UAN, Televote, UPN, and FLPP. On the new IN platforms we have huge capacity for various IN services, for example, one GPIN is capable of providing 1.5 crores ITC, 5 lakh ACC and UPN, 9000 customers for each of FPH, PRM, VPN and 12,500 customers for UAN. However, it is seen that there is a lot of scope to increase the customer base. Similarly, the Mass Calling IN Platform has also been upgraded.

BSNL has also signed agreement for inter-operability of FPH and UAN with almost all private operators. At present BSNL is in a unique position as the only operator to have signed such agreements with most of the other operators. It is expected that BD officials should be able to market these services by making it as the Unique Selling Point (USP) and take advantage of this situation before the competition catches up. VPN is another killer application which can help us in arresting the surrender of landlines especially from high paying customers. Housing Societies are big market for VPN services.

Director (CFA) has desired to increase the revenue from the IN services. Having commissioned the IN platforms of such huge capacity, it should be our endeavour to utilize the capacity and garner a bigger market share for BSNL.

One of the major concerns is lack of awareness among us regarding Fixed IN Services. The very purpose of preparing this manual is to disseminate information regarding various IN services being offered by BSNL and I am sure that this manual will help you in this.

I invite your suggestions for improving the revenue from IN services. Also feel free to clarify your doubt, if any. Our staff will be glad to help you in any manner.

With best regards,

*(Hari Ram Shukla)
GM (NWO-CFA), Corp. Off.*

PRODUCT MANUAL INDEX

Sr. No.	Sub-Item	Page no.
1	An Introduction	4
2	Basic Concepts	4
3	IN Network Architecture	7
4	Technical Details	8
5	BSNL IN Services	9
6	Toll Free Service (TFS)	10
7	Universal Access Number (UAN)	13
8	Virtual Private Network (VPN)	14
9	Televoting Service (TELVOT)	21
10	Universal Personal Number (UPN)	24
11	Account Calling Card(ACC)	25
12	Premium Rate Service (PRM)	26
13	Universal ITC Card (UITC)	27
14	Fixed Line Pre Paid (FLPP)	28
15	IN Access Codes	34

TARIFF INFORMATION INDEX

FREE PHONE / TOLL FREE SERVICE (FPH/TFS)	36
UNIVERSAL ACCESS NUMBER (UAN)	37
VOICE VIRTUAL PRIVATE NETWORK	39
PREMIUM RATE SERVICE (PRM)	40
TELEVOTING SERVICE	41
ACCOUNT CALLING CARD (ACC)	42
UNIVERSAL PERSONAL NUMBER (UPN)	43
UNIVERSAL INDIA TELEPHONE CARD (UNIVERSAL ITC)	44
PREPAID (FLPP SERVICE) OVER POSTPAID LANDLINE	46
FIXED LANDLINE PREPAID (FLPP) PCO	47

AN INTRODUCTION

The term Intelligent Network (IN) is used to describe an architectural concept which is intended to be applicable to all telecommunications networks and aims to ease the introduction and management of new services. The objective of IN is to allow the inclusion of additional capabilities to facilitate provisioning of service, independent of the existing network capabilities. There are many new services, implementation of which requires substantial changes in the existing switches belonging to different vendors. It is not only time consuming but often uneconomical too. Now, with IN technology it is possible to introduce new services rapidly without affecting the available services.

The main advantage of IN is the ability to control switching and service execution from a small set of Intelligent Network nodes known as Service Control Points (SCP). These SCPs though very few in numbers (four in BSNL network), can control thousands of switches.

BASIC CONCEPTS

NEED FOR IN

In the past few years the development of telecommunication networks has been rapid. User demands for more sophisticated telecommunication services in shortest possible time. Today's telecommunication networks consist of equipments from multiple vendors who use their own propriety technology, making it very difficult and time consuming to implement any new service which require changes in multiple switches. New Software patches are to be developed for each type of technology switches and loaded in each switch to implement the new service.

The goal of IN is to provide network operators with the ability to introduce, control and manage services more effectively by using a centralized database in a Service Control Point (SCP) for controlling and managing the various network services. That is, intelligence is taken out of the switch and placed in computer nodes i.e. SCPs. The objective of IN is to allow the inclusion of additional capabilities to facilitate the provisioning of services independent of the telecommunications networks and equipment vendors. So, the IN acts as a centralized framework for telecommunication

services. With this framework, it is possible to introduce advanced customer oriented services rapidly and cost effectively.

WHY IT IS CALLED INTELLIGENT?

An intelligent network (IN) is a service-independent telecommunications network. That is, intelligence is taken out of the switch and placed in computer nodes that i.e. SCP. So to implement a IN service, intelligence of the switch with which the customer (sending the request for an IN service by dialing) is connected, is not used. Switches simply forward the requests of customers for IN services to concerned IN node i.e. SCP. It is this SCP which uses its intelligence and directs the requesting node to take particular action. Forwarding switches simply obey the orders of their IN nodes. As SCPs are server based, implementation of an advanced service is much easier.

HOW IT IS DIFFERENT FROM BASIC SERVICES?

Non-IN or Basic services uses distributed intelligence and switching capabilities of Basic switches (such as OCB283, EWSD, AXE, 5ESS etc) whereas IN services uses the intelligence of IN platform i.e. SCP.

WHAT ARE THE ADVANTAGES OF DEPLOYING IN SERVICES?

The main benefit of intelligent networks is the ability to improve existing services and develop new sources of revenue. To meet these objectives, providers require the ability to accomplish the following:

- Introduce new services rapidly— IN provides the capability to provision new services or modify existing services throughout the network with physical intervention.
- Provide service customization—Service providers require the ability to change the service logic rapidly and efficiently. Customers are also demanding control of their own services to meet their individual needs.
- Establish vendor independence—A major criterion for service providers is that the software must be developed quickly and inexpensively.
- Create open interfaces—Open interfaces allow service providers to introduce network elements quickly for individualized customer services. The software must interface with other vendors' products while still maintaining stringent network operations standards. Service providers are no longer relying on one or two vendors to provide equipment and software to meet customer requirements.

HOW IT WORKS?

Intelligent Network provides a framework to create various services in a centralized place independent of the switch. In IN, calls generated by a subscribers are routed to the nearest IN systems by the concerned exchange, on high speed links to get the necessary information and commands for further routing of the call. IN Services can be used by subscriber connected to any type of exchange using existing telephones.

In a nutshell IN platform act as a Master Brain for underlying Fixed Landline and Mobile network. The underline networks simply execute the command received from IN systems. A user of IN service not only benefits from the newer capabilities of centralized IN platform but also continues to enjoy the reach of existing fixed and mobile networks.

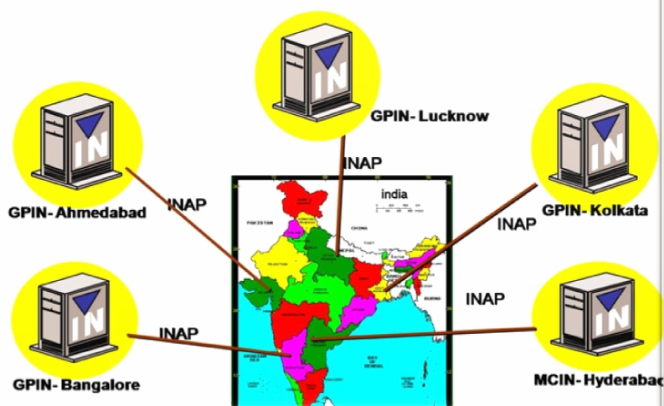
As IN platform doesn't directly interact with user, there is no need to buy the new devices to enjoy the additional capabilities of IN platform. SCPs are connected to the network switches (known as Service Switching Points) via a standardized interface; CCITT Signalling System No. 7. In our network existing new technology Basic switches (OCB283, EWSD and 5ESS) have been upgraded to perform SSP functionality. Other switches like C-DOT, AXE, E10B works in overlay mode i.e. they simply forward the IN call to next SSP capable switch.

Based on the dialled digits, by caller, (e.g. 1800 for toll free service) SSPs detect when the SCP should handle a service. The SSP forwards a standardized SS7 message containing relevant service information. The service control logic in the SCP directs the SSPs to perform the individual functions e.g. in case of Toll Free Service, SCP directs SSP to dial another number which may be a number of a call centre. Hence though a caller dials 1800 number, calls terminate on a different number. Selection of this new number may be based on number of criteria e.g. CLIP of the calling number, Time and day of the call etc. defined in the SCP. If any change is to be made in the selection criteria change has to be made in only one place i.e. SCP.

IN NETWORK ARCHITECTURE

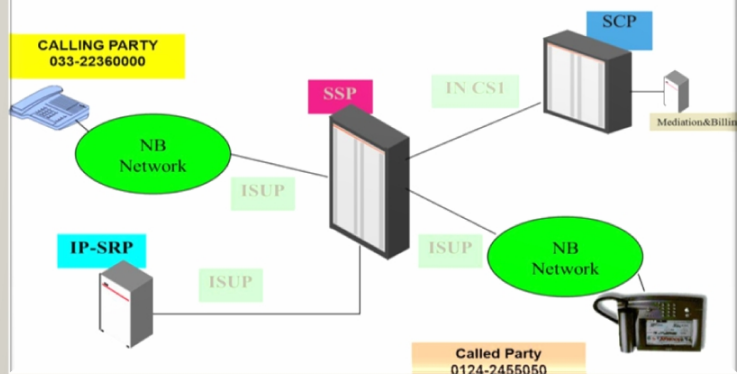
BSNL IN Services:

GPIN: VCC, ACC, FPH, PRM, UAN, UPN, PRM, VPN, FLPP (KOL&AHM)
MCIN: VOT, FPH, PRM



Intelligent Network Concept

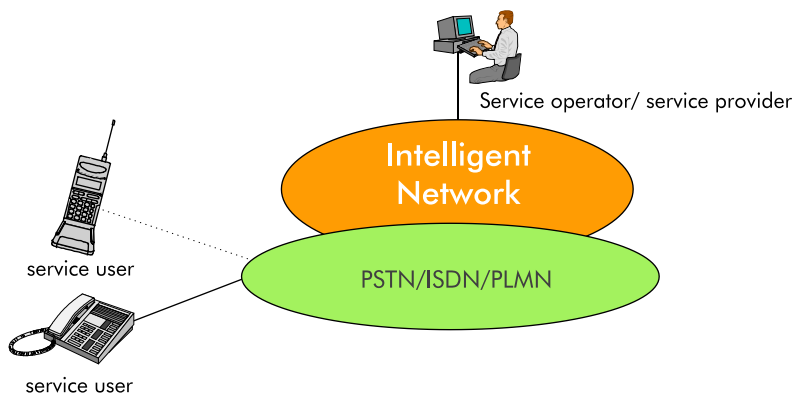
Location of SCP, SSP and SRP in the Network



TECHNICAL DETAILS

TERMINOLOGY

Service user	The service user is the person who invokes the service.
Service operator	Entity that owns the IN-platform and provides the IN service and manages the IN platform.
SAC	The service access code is the digits string to be dialled by the service user to access to the service.



Network Elements of IN Platform

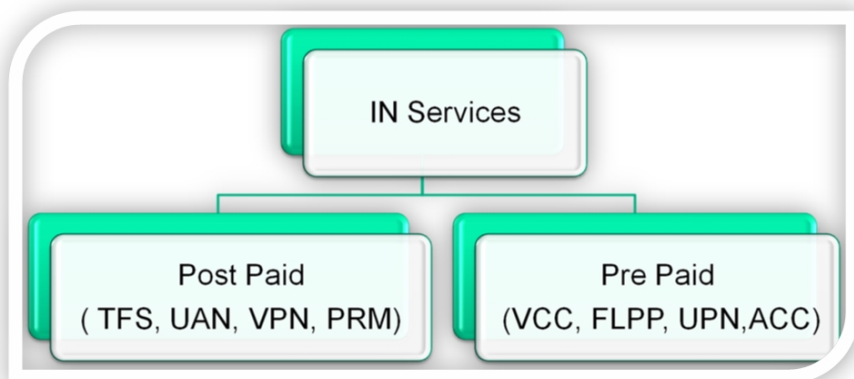
SCP: Service Control Point

SSP: Service Switching Point

SRP: Service Resource Point

SMP: Service Management Point

BSNL IN SERVICES



Intelligent Network Services.....



● Tele voting Service

● Premium Rate Service

● Virtual Calling Card

● Toll Free Service

● Account Calling Card

● Universal Access Number

● Virtual Private Network

● Universal Personal Number

● Fixed Line Pre Paid

Various IN Services:

TOLL FREE/FREE PHONE SERVICE

WHAT IS TOLL FREE PHONE SERVICE?

This service uses the new function in charging i.e. a call to a service subscriber is paid by the called party. All charges are levied on the service subscriber. For the calling user the service is free of charge. Ideal for hotels and the whole business community in general who want their customers to call them free of cost. Also known as the “Free Phone Service” this service is ideal for customer oriented organizations that can provide information about their products, allow customer to place orders and even register complaints. They need to advertise only one logical number which is accessible from all over India (BSNL/ MTNL /private telecom operators).

- 11 digit number 1800-XYZ-ABCD

How it Works?

Callers dial the 11 digit TFS number. This number is analysed in the IN system. One can define up to 8 Fixed or Mobile numbers against the TFS number. IN system translates the TFS number to the attached fixed or Mobile number and routes the call as per pre-defined criteria.

Who can subscribe for Toll Free phone service?

- Enterprises or organizations with large customer base or having call centres.
- Retail products and services Industry.
- Ideal for hotels and restaurants.
- Companies providing after sales support, as customers associate a Free phone number with the quality of the business products or services.
- Whole business community in general. Convenient for the subscriber who has multiple offices in multiple cities or localities. The subscriber can retain the TFS number even after the office location changes. Thus this service is an ideal business promotion tool for business communities who want their customers to call them without any hassle.

What BSNL Offers to Toll Free Phone subscribers?

Our advanced features offers a bundled solution that can help business organization track calls, route calls based on the needs of the customer's organization, and safeguard their traffic against long-term service interruptions. Moreover these also help in reducing their overall expenditure significantly on Customer Support Services.

SINGLE ALL INDIA NUMBER - A single 11 digit number accessible throughout India including other operator's network. No STD facility required to access the service. Multiple Call Centres can operate and handle the customer calls based on user defined criteria such as geographical location, time of the call, day of the call etc.

OTHER FEATURES - In addition to the basic functionality i.e. Single All India Number and Reverse Charging there are host of add-on features available that not only revolutionizes the traditional methods of interacting with customers but also helps in optimizing the cost of providing customer support.

TIME DEPENDENT ROUTING (TDR) - Allows organizations to route the calls to different locations, depending on the time of the day. For example, if a particular customer service department is closed at night, calls can be routed to alternate location. This helps the business organisations in maintaining 24x7 customer support with minimal investment.

DAY OF THE WEEK ROUTING - Calls can be routed not only as per the Time of the day but also as per the type of day.

ORIGIN DEPENDENT ROUTING - Calls can be routed to set of destinations based on the location of the origin of the call i.e. Call Centres can be established on Zonal Basis.

NUMBER TRANSLATION AND ROUTING SERVICES - EXAMPLE

In this example, the users can reach a commercial entity physically distributed in three sites by dialling a single telephone number (1800 180 1800) from a fixed or mobile telephone set.

The commercial entity is distributed as follows:

One main agency,

Two secondary agencies.

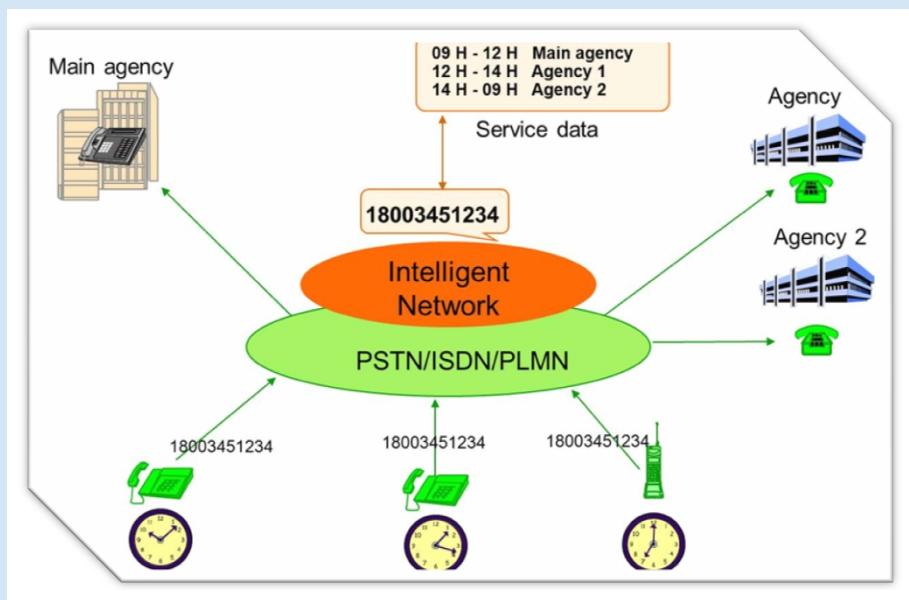
The commercial entity being a number translation and routing service subscriber has defined time distribution criteria enabling to reach:

The main agency from 09:00 Hrs to 12:00 Hrs,

The secondary agency 1 from 12:00 Hrs to 14:00 Hrs,

The secondary agency 2 from 14:00 Hrs to 09:00 Hrs .

The service data enable the relationship between the called number and the time criteria. They are used by the service logic during a call handling to this number.



CALL DISTRIBUTION - Allows the organization to route calls based on staffing levels. The call split is based on a percentage distribution that user designate. If a user has three Call centres having the Staff strength of 20, 30 and 50 calls can be routed to these Call Centres in ratio of 2:3:5 i.e. out of ten calls, two calls will be routed to first Call center, three to second call centre and five to third call Centre.

LINE HUNTING - Allows organization to have one or more installations where the call may be answered i.e. a user can have multiple call centres (up to eight) anywhere in India. All Call Centre numbers can be put under a hunting group.

CALL LIMITER - Restricts maximum number of simultaneous calls and this helps organization to dimension resources.

CALL QUEUING - Enables calls meeting busy condition or reaching call limiter to be placed in a queue and as soon as free condition is detected, the call is answered.

CONDITION BASED ROUTING - Calls at the destination can be re-routed to a different destination number in following conditions (1) Busy (2) No Answer (3) Reached call limiter.

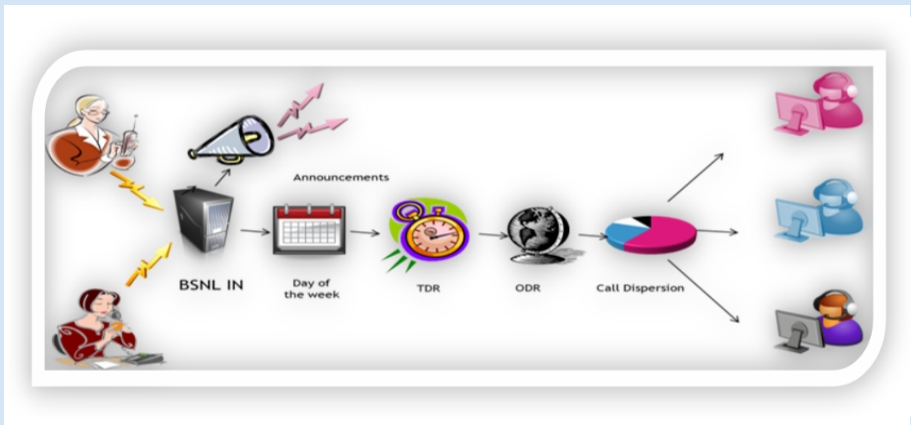
INTERACTIVE VOICE RESPONSE - The IVR routes calls to the appropriate person or department based on keypad inputs selected from the menu options as defined by the service subscriber e.g. if a business organisation has three different product division

handling three different products such as Desktop, Net book and printers then a customer will be asked to dial 0 for desktop, 1 for Net book and 2 for Printers and calls are routed based on user input.

BLACK & WHITE LIST - Allows organization to selectively block incoming calls from specific originating areas. In this way, one can shape your area of coverage to match your requirements and also save on the cost of handling unnecessary calls.

INCOMING GREY LIST - When a calling line is added in the grey list, a PIN is associated with it. When a caller from grey list accesses the service, a PIN is asked for authentication.

DETAILED BILL - Details of calls received is provided. This helps organization in marketing and business planning.



UNIVERSAL ACCESS NUMBER

There are two types of UAN services, UAN Full Charge and UAN split Charge.

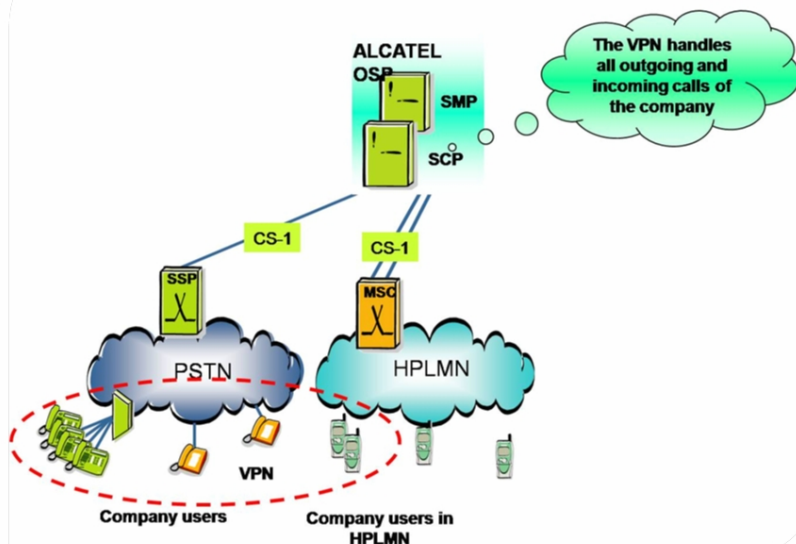
- In UAN full charge, full call charges are paid by callers whereas in UAN split charge callers pay the local calls charges and the called party pays the STD charges.
- Service is accessible from networks of other Operators also.
- 11 digit number 1860-XYZ-ABCD

How it Works?

- Same as TFS.

VIRTUAL PRIVATE NETWORK

VPN- Network Architecture



Voice VPN is a service for providing a private network for institutions, businesses and communities using public network resources. The subscriber's lines, connected to different network switches, constitute a virtual PABX. The nos. within VPN can be accessed either by dialling # followed by a short code (PNP) or by dialling Service Access Code 1801 XYZ followed by PNP.

The VPN service works on the public networks providing a private numbering plan, a private access to multiple locations and company call control. The VPN service handles outgoing and incoming calls of mobile and fixed company users in the subscribing company's environment. i.e.

Inside the company,

From the company to outside,

From outside to the company.

How it is different from CENTREX and EPABX?

EPBAX allows customers to terminate large number of extensions at the same location by having smaller number of Direct Exchange Lines from Telco's, whereas CENTREX is central office based communication service which integrates all multi located Telephone lines (Existing and New) into a single highly functional communication group (read Virtual EPBAX) with more distinctive features and without any additional equipment (like EPBAX) at the premises. Both the solutions have their own limitations of not supporting mix of fixed and mobile lines and their capabilities are limited by Landline/Mobile switches with which they are connected with.

On the other hand Combined voice VPN can be provided for fixed line telephones as well as mobile with no geographical limitation (within India) and also its capabilities and features are not limited by connected switching nodes.

Is it possible to create a single VPN for telephone numbers located at different physical sites?

Yes, VPN Service can bring telephones at different sites located at different physical locations anywhere in India under one single Network.

What is VPN Call?

All calls made within VPN Group are VPN Calls and are termed as 'ON NET' calls. These calls are billed according to VPN Tariff plan which is different from normal tariff.

What is the dialling plan for VPN calls?

All the VPN Calls are made by dialling #PNP or in some cases by dialling Service Access Code 1801 XYZ followed by PNP. BSNL unit at the time of registration shall inform the customer about the dialling procedure from each number.

What is PNP?

PNP stands for Private Numbering Plan. The telephone numbers which have to be in a VPN are given a 3 or 4 digit short code for ease of dialling, which is called PNP number.

Can BSNL provide department-wise bills?

Yes, VPN Service allows the company users of a given VPN group to mark their calls according to business so that subscribing companies receive a bill, which details the cost of communication according to the company activities and the company organization. This facility can be requested at the time of registration.

Does VPN Service provide Call forwarding feature?

Yes, call forwarding feature is provided in VPN Service. Calls coming to one VPN number i.e. PNP can be forwarded to another PNP.

How to make calls outside VPN?

Non-VPN calls can be made by directly dialling the destination number i.e. dialling the destination number by prefixing STD Code or local number. These calls are billed by local exchange against the local number as per prevailing tariff and indicated in the local telephone bill in the normal way.

Can the business and personal calls of a VPN Member be separated?

Yes, a dual invoicing ability is there which can be used to bill calls made by a given company member either on the corporate account or on the VPN member personal account.

What are other attractive features of VPN Service?

- a. Date & Time Screening – The calls can be routed to a particular destination number or an announcement can be given depending on date and time at which the calls are made.
- b. Hunting List – A series of numbers may be defined in hunting list for incoming calls per PNP so that call comes to first number and in case of busy/ no reply it goes to next number in the hunting list. A maximum of 6 such numbers can be provided in the hunting list.
- c. Preferred External Destination (PED) – A company can integrate non-VPN lines (e.g. partners, suppliers, customers) by defining a PNP at site level as the extensions for VPN users. A call to these PED is qualified as an on-net call.

What types of VPNs are available in BSNL Network?

Presently there are two types of VPNs

- Circle VPN – The VPN group constitutes telephone numbers of one state only.
- All India VPN - VPN group constitutes of telephone numbers across the country.

FAQs on Voice VPN

1. What is Voice Virtual Private Network (Voice VPN) Service?

Voice VPN is a service for providing a private network for institutions, businesses and communities using public network resources. The subscriber's lines, connected to different network switches, constitute a virtual PABX. The nos. within VPN can be accessed either by dialling # followed by a short code (PNP) or by dialling Service Access Code and PNP depending upon the type of exchange the subscribers are connected to.

2. Who should take Voice VPN Service?

Voice VPN Service has been designed specifically for business communities who have their Offices situated at different physical locations and need to make frequent and long duration intra-organization calls. If calls are made through VPN Service you will have to pay smaller amount as compared to the normal (local or long distance) tariff.

3. Why should I take Voice VPN Service?

With Voice VPN Service dialling becomes simple as you need to dial only few digits to make calls and call charges are also cheaper as compared to normal tariff. Additional benefits of Voice VPN Services are-

- Prevents unauthorized STD usage and abuse.
- Improves security and cost control.
- Abbreviated dialling give users shorter numbers to memorize.
- Workload can be distributed between teams located at different site without bothering about cost of Communication.

4. Is it possible to create a single VPN for telephone numbers located at different physical sites?

Yes, VPN Service can bring telephones at different sites located at different physical locations anywhere in India under one single Network.

5. How can I get Voice VPN Service?

In order to subscribe to VPN Service all you need to do is visit the link http://www.bsnl.co.in/forms/in_form/vpn_form.htm to download the Voice VPN Service form. Then fill up the form after reading the instructions given in the form and submit it at your nearest BSNL Office.

6. What is VPN Call?

All calls made within VPN Group are VPN Calls and are termed as 'ON NET' calls. These calls are billed according to VPN Tariff plan which is different from normal tariff.

7. What is the dialling plan for VPN calls?

All the VPN Calls are made by dialling #PNP or in some cases by dialling Service Access Code 1801 XYZ followed by PNP. BSNL unit at the time of registration shall inform the customer about the dialling procedure from each number.

8. What is the Service Access Code for Voice VPN?

The service access code for Voice VPN is 1801 XYZ (XYZ = 345- for Kolkata/425- for Bangalore/180- for Lucknow/233- for Ahmedabad. The customer will be informed about it by concerned BSNL unit at the time of subscription.

9. What is PNP?

PNP stands for Private Numbering Plan. The telephone numbers which have to be in a VPN are given a 3 or 4 digit short code for ease of dialling, which is called PNP number.

10. Can BSNL provide department - wise bills?

Yes, VPN Service allows the company users of a given VPN group to mark their calls according to business so that subscribing companies receive a bill, which details the cost of communication according to the company activities and the company organization. The customer should request for this facility at the time of registration.

11. Does VPN Service provide Call forwarding feature?

Yes, call forwarding feature is provided in VPN Service. Calls coming to one VPN number i.e. PNP can be forwarded to another PNP.

12. How to make calls outside VPN?

Non-VPN calls can be made by directly dialling the destination number i.e. dialling the destination number by prefixing STD Code or local number. These calls are billed by local exchange against the local number as per prevailing tariff and indicated in the local telephone bill in the normal way.

13. Can the business and personal calls of a VPN Member be separated?

Yes, a dual invoicing ability is there which can be used to bill calls made by a given company member either on the corporate account or on the VPN member personal account.

14. What are other attractive features of VPN Service?

- a. Date & Time Screening – The calls can be routed to a particular destination number or an announcement can be given depending on date and time at which the calls are made.
- b. Hunting List – A series of numbers may be defined in hunting list for incoming calls per PNP so that call comes to first number and in case of busy/ no reply it goes to next number in the hunting list. A maximum of 6 such numbers can be provided in the hunting list.
- c. Preferred External Destination (PED) – A company can integrate non-VPN lines (e.g. partners, suppliers, customers) by defining a PNP at site level as the extensions for VPN users. A call to these PED is qualified as an on-net call.

15. What types of VPNs are available in BSNL Network?

Presently there are two types of VPNs:

- Circle VPN – The VPN group constitutes telephone numbers of one state only.
- All India VPN - VPN group constitutes of telephone numbers across the country.

16. How many digits are there in a PNP except first digit which represents SCP Code?

The number of rest of the digits of PNP may vary as per the size of the individual VPN group.

17. Whether I can get Voice VPN Service in offices located in MTNL areas of Delhi and Mumbai?

Yes, the Voice VPN facility can be extended to offices having fixed line numbers of MTNL Delhi and Mumbai also. The dialling procedure is same as for BSNL numbers.

18. What is the dialling plan for Voice VPN?

The dialling plan is given below in table - 1.

Existing Dialling Plan	New Dialling Plan	Remarks
Using Service Access Codes (SAC) <ul style="list-style-type: none"> •1801-180-PNP for customers created from Lucknow SCP •1801-345-PNP for customers created from Kolkata SCP •1801-233-PNP for customers created from Amedabad SCP •1801-425-PNP for customers created from Bangalore SCP 	No need to dial full SAC. Rather dial as follows: # PNP	SAC PNP dialling can also be used.
Using Direct dialling of PNP	As above	As above
SAC dialling from lines from where short code dialling was not technically feasible.	SAC PNP to be dialled	# dialling is not technically feasible. Such numbers are specifically indicated by BSNL in the PNP list.
From Mobile	# PNP	-
From CDMA- Not available	-	-

19. How the first digit of PNP has been fixed?

The country has been divided in four zones & in each zone can be on the SCP catering to all India numbers. First digit of PNP has been fixed as follows to indicate the SCP which when dialled will be replaced by digits as given below.

Sl. No.	SCP Location	First digit of PNP number	Digits after replacement
1	Lucknow (180)	1	1801
2	Ahmedabad (233)	2	2332
3	Kolkata (345)	3	3453
4	Bangalore (425)	4	4254

20. How other digits of the PNP shall be assigned?

Rest of the digits of PNP shall be assigned by SCP staff at the time of configuring the VPN.

21. From which exchanges the above dialling plan can be used?

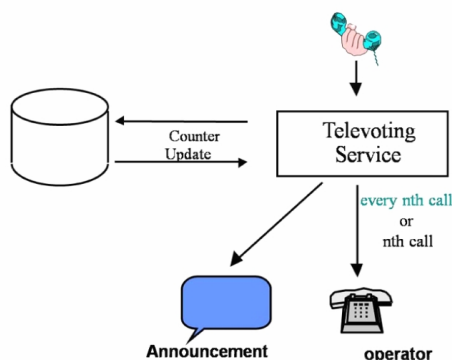
This dialling plan can be used from telephone numbers belonging to new technology exchanges i.e. OCB-283, EWSD, 5ESS & Ericsson after suitable category is put on the concerned lines. From all other technology exchanges (viz. E-10B, C-DoT etc.) this short code dialling is not technically feasible and VPN numbers can be accessed by using Service Access Codes (SACs) only.

22. What is the procedure for applying category on the line of customer in the NT exchanges available?

CTD (Calcutta Telecom District) has put the procedure of applying these categories on the telephones lines on its website for use and downloads by all exchange in-charges. For any query related to this SCP in-charge Kolkata may be contacted.

TELEVOTING

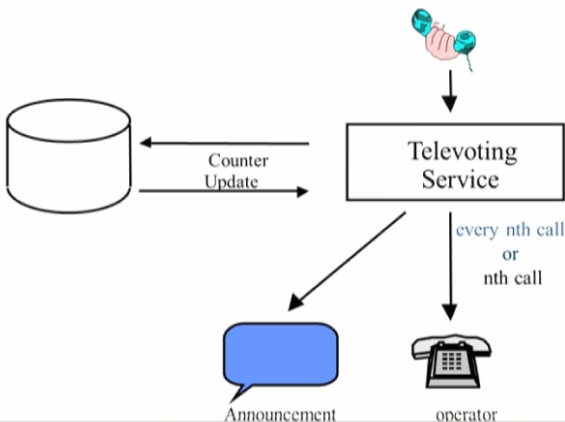
Tele Voting- General Description:



What is Televoting service?

Televoting or televote is the term used to describe the telephone voting in which broadcasters provide the audience with different telephone numbers associated with contestants participating and the outcome is decided by the number of calls to each line. Music contests such as the Eurovision Song Contest, World Idol, American Idol and similar once use this method. Televoting is the sole voting avenue in the Eurovision. From 1997, the European Broadcasting Union, organiser of the Eurovision Song Contest, introduced telephonic and SMS voting for competing entries in place of national juries. This way the voice of the television audience became crucial to choose the winning song. Reality television contests around the world such as Big Brother can use televoting to choose a winner or to eliminate a contestant from the contest.

General Description



- Televoting is unique service used in collecting public opinion.
- A user who wishes to vote can dial the specific voting number to register his vote of choice.
- Televoting is possible from STD barred phones also.
- Televoting is a more cost-effective method of democratic deliberation as it does not require the participants/voter to meet in person.

- Televoting numbers are 13 digit number: -
 - o 1803-424-ABCD-XY (no charge to voter, service subscriber to pay)
 - o 1861-424-ABCD-XY (unit pulse charge to voter)
 - o 1862-424-ABCD-XY (two pulse charge to voter)

Who can subscribe for Televoting service?

- Media like TV and Press.
- Policy making bodies, political parties.
- Quiz shows, contests, events, product choices, concepts, programmes, song and beauty contests etc.

What BSNL Offers to Televoting subscribers?

- For each completed call to the dialled VOT number, the chosen vote number increases a counter related to that choice.
- Validity Period/Time band for allowing voting.
- Partial results can be given to the service subscriber while Televoting is in progress, if desired.
- Online viewing of results possible at customer premises.
- Specified nth winner's call routing possible to a number in studio.
- Service Provider (Subscriber) control of activation/ deactivation possible.
- Certain telephone numbers may be put in Black List/ Grey list.
- Origin Dependent Handling.
- Revenue sharing between the service provider (Subscribers) & network provider (BSNL).

What is Universal Personal Number (UPN) Service?

By dialling the UPN number a service subscriber can be reached in the telephone network nationwide. He can also make calls using his Universal Personal Number from any BSNL Landline, but he will be billed on his UPN. All the calls made by subscriber using his UPN will be billed at his UPN by the IN Platform. The subscriber will be given a management code and password using which he can designate any BSNL/MTNL phone/mobile on which his UPN Calls can be sent by the IN System.

What are its advantages?

It is convenient for the user who is mobile between offices or different cities but do not want all calls to come on his mobile. The subscriber can retain the UPN number even after the office location changes. Thus this service can be positioned between landline and mobile. Since mobile number has become a very personal number; Senior, Middle management and specially women workers may be reluctant to reveal their mobile number. UPN takes advantage of this fact as calls coming on UPN can be mapped on any landline or mobile based on his/her convenience. Thus they can avoid giving mobile phone number to everyone.

How this service is used?

The subscriber to this service will be given a logical number 1868 XYZ ABCD, which will be called the UPN number. (XYZ - 345/ 233/ 180/ 425 depending upon the location from where the service is applied). With a management code 1808 XYZ the destination number of the UPN can be changed to any BSNL fixed or wireless phone. Using the management code PIN also can be modified.

What are the advantages of UPN Service vis-à-vis mobile number?

UPN Number service is a service which fills the gap between landline and mobile. While landline is totally fixed, mobile number becomes a very personal number and every caller disturbs the holder. The UPN Service will allow the user more freedom, wherein he can decide when the call should reach his mobile or when the call should reach his land line or his PA's landline/ mobile. With UPN number one need not write Office/residence & mobile number on the visiting cards and mobile number can be revealed only to few selected people.

What is the dialling plan of UPN Service?

To call a UPN Subscriber only the logical number needs to be dialled just like any directory number. e.g. If UPN Number 1868-345-1000 is allotted to a customer having DEL Number 011-2222-1234 then any user who wants to reach this person will dial 1868 345 1000 only & the call will land on 011-2222-1234. The charges will be as per charging plan.