

# **E4-E5 (CFA)**

## **Landline VAS & Tariff**

# WELCOME

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- This is a presentation for the E4-E5 CFA TECHNICAL Module for the Topic: Landline VAS.
- Eligibility: Those who have got the Upgradation from E4 to E5.
- This presentation is last updated on 15-3-2011.
- You can also visit the Digital library of BSNL to see this topic.

# AGENDA

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- What is a VALUE ADDED SERVICE?
- What are the types of services?

# INTRODUCTION

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Value-Added Services (VAS) are those services that offer differentiation or a value to the bearer service and the ability for telecom operators to charge a premium price. All the telecom service users want to have many other services over and above the basic service. VAS plays a very important role when the telecom market moves towards saturation level.

# ISDN (Integrated Service Digital Network)



- ISDN also supports a whole new set of additional facilities, called Supplementary Services.
- Normal Telephone & Fax (G3) and G4 Fax
- Digital Telephone -with a facility to identify the calling subscriber number and other facilities.
- Data Transmission at 64 Kbps with ISDN controller card
- Video Conferencing

# Types of Accesses in ISDN

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There are two types of "accesses" (connections) for ISDN.

- Basic Rate Access (BRA): $2B+D$ , 2 Channels of 64 Kbps for Speech and Data. 1 Channel of 16 Kbps for Signaling
- Primary Rate Access (PRA): $30B+D$ , 30 Channels of 64 Kbps for speech and data. 1 Channel of 64 Kbps for Signaling.

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# Internet Facility

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BSNL is providing Internet service throughout the entire country (except in New Delhi and Mumbai) under the brand name of "Sancharnet". Sancharnet provides free all India roaming and enables it's users to access their accounts, using the same access code (172233) and user ID from anywhere in the Country.

# Types of Connections

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- PSTN dial up access
- ISDN dial up access
- Account free Internet dial up access based on CLI
- BROADBAND Connection
- SANCHARNET CARD
- Webfone Service



# Intelligent Network Services

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## FLPP (Fixed Line Pre-Paid Telephone)

- PCO FLPP Account,
- PCO Local FLPP Account,
- General FLPP Prepaid Account and
- General FLPP Prepaid + Post paid Account.

Presently this service has been started on PCO and on post paid numbers as General FLPP+ Post paid account.

# Other IN Services

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- 1) Free Phone or Toll free number service
- 2) Virtual Card Calling (ITC)
- 3) Account Card Calling
- 4) Premium Rate Service
- 5) Televoting
- 6) Universal Access Number
- 7) Universal Personal Number
- 8) Virtual Private Network

# Call Now Cards

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It is a normal ITC card but specifically designed tariff to suit the requirement of users making heavy International/STD calls. Dialing procedure and features are same as that of ITC but the tariff is different from ITC and also different for different denomination of CallNow cards.

# Personalized Ring Back Tone

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This service is just like the caller tune service in mobile phones. The landline subscribers can also set the ring back tone to be heard by the calling customer as per his choice.

# MULTI PLAY

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Multiplay service allows the customer to have data, video and voice service on the same line. The video service can be IPTV (broadcast) and video on demand.

# Audio Conferencing

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An audio conference subscriber can add two or more participants in a particular conference. The customers can schedule their audio conferences through the Web or through IVR. The service is available to existing BSNL subscribers only. Conference can be scheduled one time or standing. A standing conference is always on. The authorized participants has just to dial in a particular telephone number followed by a password to enter into a conference.

# Audio Conferencing

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On demand conference can be made. The chairperson can invite several users one by one in the conference without using the web. He/she has to just dial a number followed by certain number and the called party number for doing a conference call.

# Video Conferencing

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The customers can schedule their video conferences through the Web. The video conferencing service can be availed by any user through IP or ISDN interface. The service is available to existing BSNL subscribers only.

Personal computer user can download the software called "PVX" from BSNL's Video Conferencing Portal to avail the Video Conferencing facility with their web-cam.



# Other Services

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- Short Message Service:
- Online Billing Enquiry and payment
- ECS(Electronic Clearance Scheme):
- Centrex Service:

# Answering Machine Service

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On the landline numbers answering machine service can be provided by the centralized equipment installed at the exchange. The subscriber can divert his/her calls to answering machine in case of no reply or busy to record some messages and later on he/she can take the messages from the answering machine.

# 12555 Service

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On landline numbers by dialing 12555 the subscribers can have many types of services like:

- Latest Bollywood songs
- Old classic songs
- Jokes
- Horoscope
- International/National news/ Cricket news
- Different contests
- Finance/stocks related news
- Travel information etc

# BSNL Tariff Plans

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## WHAT IS TARIFF?

- **The rate at which the services are provided to consumers is called tariff of that services.**
- **Tariffs in general must ensure a comfortable margin for the enterprise**

# Types of charges

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- **Fixed Monthly charge: Rental**
- **Rental varies as per the exchange capacity**
- **<1000, 1000-29999, 30k-1lakh, >1lakh**
- **Variable uses charges**
- **BSNL has various tariff plans which are based on the usage pattern and one can select the plans which is the most suitable as per his/her uses pattern , i.e. MCU/month.**

# BSNL LAND LINE TARIFF PLANS

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- **Standard Plan : Mandated by TRAI**
- **General :For Rural & Urban Areas.**
- **One India Plan**
- **Alternative Package for rural: Under this two options**
  - **(Economy & Special, Gramin-75)**
- **Alternative package for Rural and Urban both:**
  - **(Economy, Special, special plus, super, premium, sulabh).**

# BSNL LAND LINE TARIFF PLANS

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- **COMMON CHARGES**
- **Registration charges:500/-**(Only in case of waiting).
- **Security deposits:500/-(Local),1000/-(Local+STD),2000/-(Local+STD+ISD)**
- **Installation charges: 200 for Rural/500 for urban**

# BSNL LAND LINE TARIFF PLANS

PLAN	RENTAL	FREE CALLS	UNIT CHARGE
<b>General Rural</b>	<b>50/110/150</b>	<b>75</b>	<b>0.80/1.20</b>
General urban	120/180	50	1.00/1.20
Gramin 75	75	Nil	1.00/1.20
Economy	150/300	150/225	1.20
Special	650/425	700/400	1.10
Special plus	975	1000	1.00
Super	1450	1500	0.90
Premium	2450	3000	0.80
Sulabh	75/99	0	1.20

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# BSNL LAND LINE TARIFF PLANS



PULSE Rate for local calls(sec.)				
	<u>BSNL N/W</u>		<u>Other n/w</u>	
	FIXED/ WLL	CELLULAR	FIXED/ WLL	CELLULAR
INTRA-CIRCLE	180	120	180	60
INTER-CIRCLE	180	60	180	60

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# BSNL LAND LINE TARIFF PLANS

## Pulse Rate for Inter Circle (STD) calls in seconds

	<u>BSNL N/W</u>		<u>Other n/w</u>	
	FIXED/ WLL	CELLULAR	FIXED/ WLL	CELLULAR
Intra-cicle	120	60	180	60
Inter-cicle	120	60	180	60

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# SULABH PLAN

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Monthly Rent for Sublah plan is Rs.75/99 free call nil,O/G call through ITC card Rs.1.20/-

## **Important Features of SULABH plan:**

- **In this plan, outgoing calls can be made by the customer only through ITC and other out going call facility will be barred.**

# ISDN PRI PLANS

Particulars	ISDN PRI PLANS ( Amount in Rs.)				
	Economy Plan	Special Plan	Super Plan	Mega Plan	Super Mega Plan
Registration	Nil	Nil	Nil	Nil	Nil
Initial Deposit(ARD)	10,000	15,000	15,000	15,000	15,000
Monthly Rental	Rs.1750 p.m.* & Rs.1000 on each additional Km or part	1750	1750	1750	1750
Plan Charges	8250	18250	43250	88250	298250
Free Calls	7500	18000	44000	90000	325000
Call charges after free calls(Rs.)	1.10	1.00	0.85	0.80	0.70

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# ISDN BRI PLANS

Particulars	ISDN BRI Plans			
	General Plan	Economy Plan	Special Plan	Super Plan
<b>Monthly Rental</b>	360	360	360	360
<b>Plan Charges</b>	--	590	1140	2640
<b>Monthly free calls</b>	0	700	1250	3000
<b>Unit call charges beyond free calls</b>	1.10	1.00	0.90	0.85
<ul style="list-style-type: none"> <li>• There are no registration charges for BRIs presently.</li> <li>• Initial deposit (ARD) for BRI is Rs. 3,000/-</li> </ul>				

