

Chapter 6

CFA Planning for developing areas

CFA Planning in Developing Areas

CFA (Consumer Fixed Access) mainly comprises of two things i.e. fixed line access and broadband. BSNL wants to check declining trend of landline users and meet the growing demand of broadband customers. The following applications are very much in use hence everyone wants broadband.

Requirement of the customer for data services:

- Tele-medicine
- Tele-working
- Video conferencing
- Interconnection of LANs and WANs
- Video Distance Learning
- Internet connections with enhanced operations
- Travel Agency - booking online, etc.,
- Banking Industry for faster transactions
- Utility companies like Electricity Board, Gas co., etc.,

We should not miss any opportunity to tap broadband customers. Our CFA planning mainly in developing areas should focus on these two points i.e. landline customers and broadband users..

Basic Idea of Broadband Service:

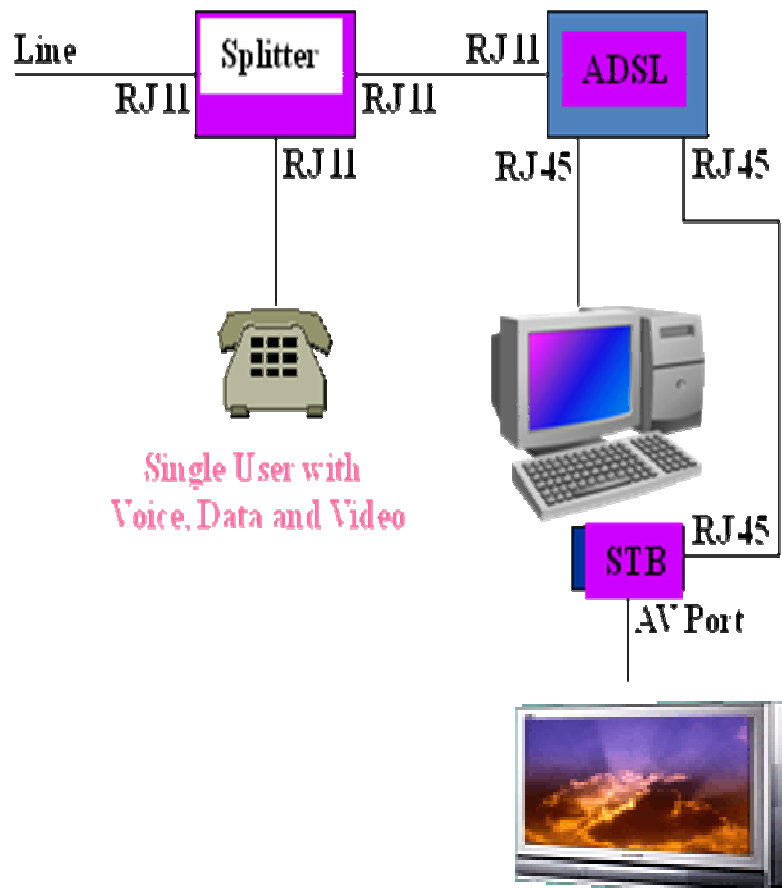
As per TRAI:

Broadband is an **“An always-on data connection that is able to support interactive services, and has the capability of minimum download speed of 256 kbps”**

Note: This definition for throughput may undergo upward changes in the future.

Requirement at Customer End

- BSNL's BFone
- Computer of minimum configuration, with 10/100 Mbps Ethernet Card
- DSL Modem + Splitter
- PPPoE software to be loaded in the Client
- Broadband Account (Username and Password)

Customer Premises Installation

Background about CFA planning in developing areas:

In view of decreasing trend and negative growth of land line connections the matter was discussed in the HOCC meeting held on 15th and 16th of October,2007. It was highlighted in the meeting that Bangalore Telecom District had under taken activities to identify dwelling units, discussed and signed MOUs with 53 builders to provide 100 % telecom services from BSNL and on the similar lines all circles were requested to undertake similar steps and generate demand for land line.

The CMD desired to discuss this issue in detail in the proposed HOCC meeting which was scheduled to be held in the month of Feb. 2008.

Vide D.O. No.617-6/2008-TPS(XT) dated 29-10-2008 the following measures were defined by CMD, BSNL for pushing up the growth of land line connections:-

1. Identify dwelling units.
2. Making all the dwelling units feasible.
3. Generate demand in all the dwelling units by focused marketing efforts.
4. Signing MOUs with builders/ associates for new buildings.
5. Improving the services in these areas by making network as poleless.

In the light of the above initiatives taken by the circles , we can be list the main points as under:

1. **Identifying the dwelling units in the area :** Mostly the out skirts of the city are growing . In the major cities it may be multistory complexes and in the towns it is the growth of the new colonies. Our first job is to identify the upcoming dwelling units.
2. **To make these area/dwelling units feasible :** On case to case basis e.g the multistory complexes can be connected through the DLC units, provisioning of the franchisee based voice and broadband solutions. This helps in provisioning of the telecom facilities in a faster way as most of the multi storey complexes goes for the

internal wiring themselves. For the other areas either the cable is required to be laid or a new exchange is to be set up with broadband equipment.

3. **To get the assured business the MOU can be signed** at the starting stage of the unit with the builders or the societies for the provisioning of the telecom facilities. This will assure the availability of the space and other infrastructure required for the provisioning of the services. The draft agreement has also been worked out by various circles and the corporate office that can be utilized or customized as per the specific requirement of the area or the city. The guidelines and the provisions as per the requirement of the local bodies can also be incorporated before the final stage.
4. **Agreement with the builders in early stages of the construction** :In most of the cases it has been found that agreement with the builders and the resident societies shall be taken up at the early stage of the construction so as to have them a confidence level for provisioning and sharing of their infrastructure.

Service provisioning in the dwelling units:

Various telecom services can be provided as per the requirement of the area and the residents. Some of them are listed as under:

1. **Basic Voice communication:** This can be provided through the installation of the voice network by installation of the RSU, DLC or the EPABX.
2. **Laying of the U/G cable for the provisioning of the connections in the area.** As indicated earlier in the multistory concept the connectivity is invariably provided by them.
3. **For the connectivity of the main network the option of the laying of the Fibre link or the Microwave link can be planned as per the feasibility at the start of the roll out.** The final solution for the connectivity is Fibre connectivity. At present the provisioning of the FTTx has been taken up, the same can also be explored as the first choice in the major city areas for the connectivity.
4. **Some of the growth areas can be with in the city limits areas and the requirement can be met in a faster way.**

5. For the provisioning of the data service the connectivity with a high bandwidth system i.e. fibre has become essential.
6. Once the fibre is got connected the provisioning of the broadband services and its value added services e.g. IPTV etc can be easily provided as the first initiative.
7. Based on the requirement e.g. if there is a group housing society requiring the internet connectivity at one point the same can be got provisioned either through copper pair, fibre or using the CDMA or 3G connectivity.
8. BSNL has also tied up with a number of system integrators and service franchisees for the roll out of the various value added services. The potential of these channel partners can also be explored for the provisioning of the services.

Marketing of the services in the dwelling areas:

In order to have the feel of the telecom services and the competition available in the field of telecom BSNL has to take the lead for the marketing of the services in the new growing areas. It may be felt that the people are well aware of the telecom service but still it has been found and felt that when ever a person occupies the new area he/she shall be approached for the provisioning of the service even though the infrastructure for the provisioning of the services has been made available. Some of the activities that can be taken up are listed as :

1. Voice/legacy service is now known to every one but the tariffs offer and the plans are to be appraised to the customers so as to give him the value for the money.
2. Demos of the various services such as broadband, IPTV etc is required to be arranged in order to generate the interest in these services.
3. **Faster and “do it right- at the first time”** shall be the key for the success in provisioning of these service in the new areas.
4. The above is required to be backed up by a good service complaint redressal system. If we once succeed then the service provisioning goes with the **“word of mouth”** and we will grow.

To monitor the work of such dwelling units the circles has adopted the monitoring mechanism. The sample Performa is given as under for the SSA for persuasion of the activity.

Identification of Dwelling units/Colonies

S.No.	Station	Name of Colony/ Building	Dwelling Unit planned	Dwelling Unit constructed/ completed as on 31.10.08	Dwelling unit occupied as on 31.10.08	Cable pair laid/ available	Cable pair faulty	Cable pair planned	Status as on (last date of month)	Likely date of availabil ity of cable pair to all D.Us.	NTC LL provided up to end of the month

All SSA heads were emphasized to submit the report in this format on monthly basis. The efforts have been made to make feasible by laying underground cable in new occupied dwelling units areas. So far the existing exchange equipment is being used to extend the telephone facility. The proposals for opening of new Remote Line Units have been received from few of the SSA. To generate the demand the personal visits and melas are organized by the officers.

Summary: CFA planning in developing areas has been divided into following parts

1. Identification and MOU stage
2. Service provisioning
3. Service customization as per the need of the customer and area.
4. Marketing of the product in that areas
5. Service delivery and assurance

Questions: 1. What is the basic requirement of subscriber for data circuits?

2. What services are covered in CFA?

3. What initiatives should be taken by circles when planning in a developing area?

4. For broadband connection what is the requirement at subscriber office?

5. Which telephone district in BSNL took initiative first in this direction?

6. For the customer who needs more bandwidth what type of media is suggested?

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