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भारत संचार निगम लिमिटेड

BHARAT SANCHAR NIGAM LIMITED

No. 27-9/2010-SM-CM (Pt.-V)

Date: 27.10.2010

To,

The Chief General Manager,
All Telecom Circles/Districts
BSNL

SUB: - Guidelines for launch of free SIM/Trade scheme and verification of its activation/CAF

Special Director, CBI, Government of India has written a DO to CMD, BSNL regarding modus operandi of fraud in recharge of coupons and possible flaws in the process which might make this area fraud prone. A major fraud of SIM card activation was detected in MTNL, Mumbai involving creation of 3 lakh connections on the basis of fake customers application form by the distributors of MTNL to avail benefit of a business incentive scheme.


2.0 Keeping in view the above, as well as launch of free SIM scheme by BSNL following guidelines is hereby issued so as to keep a close watch on the activations as well as CAFs to avoid any possible fraud.

2(a) whenever a free SIM is offered through franchisee and any trade scheme is also offered without proper verification there is a possibility of fraud. To avoid such occurrence following corrective measures are suggested:-

1. Proper verification of connections activated in respect of the free SIM scheme.
2. Tele-calling be done to such activated numbers to confirm activation status and also confirm bona-fide.
3. If number is found non-active even after 3 random attempts the same may be verified by the Sales and Marketing Unit in the SSA.
4. In case any fraud is noticed with a particular franchisee, all the connections activated by the franchisee during the last six months may be re-verified.

2(b) In general following points are also to be observed while offering any free scheme along with the trade scheme:-

1. Free SIM distributions may be channeled through the CSC preferably.
2. Whenever a free SIM is offered through the authorized franchisee CAF charges is to be paid after checking whether the connections are active or not, as per above.
3. In case of non-receipt of CAF, connections are to be deactivated during the 72 hours.
4. Trade scheme should not be applicable in case the free SIMs are not activated. Trade scheme shall be offered in kind during free SIM distribution and should be linked with the second recharge by the customers.


(BIJOYNANDA MISHRA)
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