भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LIMITED

BSNL

(A Government of India Enterprise)

राकेश कुमार उपाध्याय
अध्यक्ष एवं प्रबन्ध निदेशक

RAKESH K. UPADHYAY
Chairman & Managing Director

No.16-1/2012-Trg
Dated: 19.11.2012

To

The Chief General Managers,
Territorial Circles

As you may be aware that our training centres shall be launching a new revenue stream "Online Certificate Programmes" shortly.

I am very pleased with this initiative and I hope that this meets wide popularity and success like the vocational training programmes in recent years.

I would like to draw your kind attention to letter No.16-1/2012-Trg dated 09.11.2012 issued by the Training Cell of Corporate Office that outlines the guidelines (enclosed at Annexure I & II) and other relevant details related to the marketing and rollout of this program.

I understand that our apex training centres, along with our RTTCs/CTTCs have been suitably involved and are taking due ownership for successful implementation of this initiative.

It is envisaged that in the phase-1, the certificate courses shall be launched from the training centres. **Field units are requested to extend full support to their respective training centres for the marketing activities, field visits and all support functionalities. In phase-2 of the program when this venture is expanded to field units, suitable space and spare equipments may be resourced judiciously to set up the Field Telecom Labs.**

Since this is a potential area where we may tap significant revenues with minimal investment, I request all circle heads to take personal interest in this venture and ensure a resounding success.

(R.K.UPADHYAY)

BSNL Online Certificate Programmes
(Broad Guidelines: September/October 2012)

1.0 Certificate Courses

The courses proposed under this program are outlined below:

- i. Certificate Program: Digital Switching Systems
- ii. Certificate Program: Digital Transmission Systems
- iii. Certificate Program: Broadband Technology
- iv. Certificate Program : Optical Fiber Technology
- v. Certificate Program: Mobile Communications
- vi. Certificate Program: IP, Networking and Cyber Security
- vii. Certificate Program: Telecom Support Infrastructure

2.0 Program Pedagogy

- These various programmes on different topics under this project will focus on practical hands-on training in field/lab supplemented with rich and structured online content.
- Practical sessions will be held in the weekends that shall expose the students to various telecom equipments in terms of their operations.
- Online content shall give the general background details on the technology along with general overview of the various operational procedures/facets of the telecom equipment/technologies present in the BSNL network related to the practical sessions.
- The online contents would be accessed by the registered participants. There would be a group of SMEs for each of the programmes, who will provide support assistance to participants, on their e-mail queries.

3.0 Program Target Group:

The course has been designed keeping the syllabus and knowledge of engineering students in mind. However, since this is a practical oriented course for increasing awareness with focus on practical hands-on training, hence based on individual's interest or exposure anyone can join the course.

4.0 Program Duration and Structure

- The duration of the certificate programmes will be 2 months (eight weekends)
- The practical sessions will be organized in the training centres or the Field Telecom Labs for which the student has registered during the weekends.
- There would be 10 practical/field visit sessions of 2 hours each. These would be covered over 2nd, 3rd, 5th, 6th, 7th weekends @ 2 sessions per week. During the 1st weekend, orientation and verification of identity etc would be carried out. A midterm evaluation will be conducted over 4th weekend and final evaluation over 8th weekend.
- In brief, the practical sessions will introduce the trainee to various planning and operational aspects, e.g. facility management, subscriber creation, route creations, network optimization, network performance monitoring, fault rectification, traffic reporting, network planning and dimensioning, etc.
- The online content provided will support material for the practicals in terms of descriptions and explanations. It shall give the background details on the technology front while encouraging the students to co-relate with their own perceptions/observations/learning.

5.0 Additional Support Learning

Inspection Circle, Jabalpur is about to launch its online Telecom Journal. All the registered participants would be given free access to this online rich resource on telecom technologies. This would add to their learning support.

6.0 Field Telecom Labs

Since in recent years, the field units have participated in a big way to conduct vocational training, in addition to our training centres, it has been decided to establish dedicated field based Telecom Labs at select cities (**Annexure-II**) in our field units for the practical sessions/certificate programs.

These Telecom Labs shall not be full-fledged training centres but shall be a very simplistic arrangement, put together from spare infrastructure and equipment broadly as below. Detailed instructions/specifications shall be issued by BRBRAITT in due course.

	Item	Requirement
1	Classroom/ Lab	One spare room in existing buildings that shall serve as both classroom and lab. The room should be suitably selected such that the ongoing normal BSNL operations are not hampered.
2	Equipment	Spare equipment in the circle for various certificate programmes (detailed requirement shall be communicated by BRBRAITT) including computers, with one computer enabled for webinar sessions from local training centre.
3	Furnishings	Suitable furnishings to accommodate a batch of 25-30 people, including tables, chairs, whiteboards and projectors, etc.
4	Admin Staff	One DE to be assigned the charge of such scheme.
5.	Faculty	Associate faculty of two SDEs /JTOs from the SSA with support from Training centre for webinars.
6.	Training Programs	Certificate programmes of 2 months duration with face-to-face contact sessions in weekends at training centres and Field Telecom Labs

These Telecom Labs (as described above) will be opened in select cities based on availability of spare infrastructure, spare equipment, proximity of engineering colleges and location of our own training centres. The list of cities at Annexure-II is a suggested one based on vocational training revenue for the current year and feedback from training centres. The same shall be finalized in consultation with circle administration. In addition to practical sessions of online programmes, these Telecom Labs shall also support locally marketed vocational programmes to engineering students.

7.0 Examination and Certification

The examination will be organized in the last weekend of the training and after successful completion of the course; appropriate certificate will be issued by BSNL from the center where the candidate appears for the practical training. It may be designed as a judicious mix of online theory testing and practical based testing.

Standard Certificate format shall be designed by the committee and the certificate shall be categorized as below:

I. Participants who obtain marks more than 80% will be awarded Certificate of Excellence
II. Participants who obtain marks between 65-80% will be awarded Certificate of Proficiency
III. Participants who obtain marks less than 65% will be awarded Certificate of Participation

8.0 Fee structure of the certificate Program and payment mode

❖ The fee proposed for this certificate program is Rs.5000/ + ST for each course (under review). Also, for initial launch some inaugural discount is under consideration.
❖ With respect to mode of payment, trainees shall print a receipt following online registration to be paid through a CBS account, preferably through any public sector bank like SBI/PNB etc.
❖ Concessions to wards of BSNL employees and other categories shall be accorded as per the existing guidelines on vocational training.

9.0 Support Human Resources

A voluntary scheme, of associate faculties to be taken from the field units, were launched sometime back by the Training Cell, Corporate office. There are sufficient numbers of volunteers who have opted for this scheme. Good use of these officers may be made in extending their support and contribution for this proposal in the field units.

10.0 Development of Certificate Programmes

It is targeted to launch the certificate programs in the current financial year, therefore the work to develop the practical sessions and associated content shall have to be carried out in a projectized manner. Accordingly, it has been decided to constitute committees/sub-committees headed by APEX training centres to execute this project:

11.0 **Project Rollout**

It is proposed to rollout the online certificate program in two phases as below:

Phase 1: Launch of programs in FY12-13from the training centres - in December 2012.
Phase 2: Launch of programs countrywide from field units, following the setting up of Field Telecom Labs. BRBRAITT shall issue the standard detailed requirements/ specifications for Telecom Labs to the field units in due course.

12.0 **Project Marketing**

Marketing for Phase 1 of the project shall be carried out by the various training centres on the lines of the marketing carried out for vocational training programs. In addition to above there would be launch Press-Conference, bulk SMS, posting on BSNL internet site, training centers websites etc.

13.0 **Marketing Plan**

Sl.No	Activity	Time line
1	SMS for BSNL customer	At least three times in a month starting from 20.11.2012
2	SMS to VT students (from the database of VT students available with all the training centres/SSAs)	At least three times in a month starting from 20.11.2012
3	SMS for BSNL employees focusing on discount available for their wards	At least three times in a month starting from 20.11.2012
4	Email to students (from the database of VT students available with all the training centres/SSAs)	At least three times in a month starting from 20.11.2012
5	Personalized marketing through visit to different colleges	20.11.2012 to 15.12.2012
6	Marketing through EB executives dealing with NMEICT	20.11.2012 to 15.12.2012
7	Information on different BSNL websites including Corporate, circles, training centres etc & Facebook pages	By 20.11.2012
8	Presentation of programme in the presence of authorities of different colleges	27.11.2012 or any other suitable date based on the feedback of marketing.

Sl.No	Name of the circle	Name of the city proposed for Telecom Lab
1	Andhra Pradesh	Visakhapatnam
2	Andhra Pradesh	Vijayawada
3	Assam	Dibrugad
4	Assam	Tejpur
5	Assam	Silchar
6	Bihar	Bhagalpur
7	Bihar	Muzzaffarpur
8	Chatisgarh	Raipur
9	Chatisgarh	Bilaspur
10	Gujarat	Rajkot
11	Gujarat	Surat
12	Gujarat	Vadodra
13	Haryana	Faridabad
14	Haryana	Gurgeon
15	Himachal Pradesh	Shimla
16	Himachal Pradesh	Dharmashala
17	Himachal Pradesh	Hamirpur
18	J&K	Sri Nagar
19	Jharkhand	Jamshedpur
20	Jharkhand	Dhanbad
21	Karnataka	Mangalore
22	Kerala	Ernakulam
23	Kerala	Kottayam
24	Kerala	Kozhikode
25	Madhya Pradesh	Bhopal
26	Madhya Pradesh	Gwalior
27	Maharastra	Amravathi
28	NE-2	Dimmapur
29	NTR	Delhi
30	Orissa	Berhampur
31	Orissa	Sambalpur
32	Punjab	Chandigarh
33	Rajasthan	Ajmer
34	Rajasthan	Jodhpur
35	Rajasthan	Udaipur
36	Tamil Nadu	Coiambatore
37	Tamil Nadu	Madurai
38	Tamil Nadu	Trichy
39	Tamil Nadu	Puduchaery
40	Tamil Nadu	Tirunelveli
41	UP(E)	Agra
42	UP(E)	Allahabad
43	UP(E)	Kanpur
44	UP(W)	Noida
45	Uttranchal	Dehradun
46	Uttranchal	Nainital
47	West Bengal	Asansol