

भारत रत्न भीमराव अम्बेडकर दूरसंचार प्रशिक्षण संस्थान

रिज रोड, जबलपुर - 482 001

(आई.एस.ओ. 9001 : 2015 प्रमाणित)

BHARAT RATNA BHIMRAO AMBEDKAR

INSTITUTE OF TELECOM TRAINING

RIDGE ROAD, JABALPUR - 482 001

(ISO 9001 : 2015 Certified)

Tel. No. - 0761 -

Fax No. - 0761 -



भारत संचार निगम लिमिटेड

(भारत सरकार का उपक्रम)

BHARAT SANCHAR NIGAM LIMITED

(A Government of India Enterprise)

E File No. ALTTTC-BRT/12(21)/2/2021-IT Faculty/Dated

23.07.2022

To

The Chief General Manager

All Territorial Circles, BSNL

Sub: Roles and Responsibility for Motivational Training "CUSTOMER / CITIZEN CENTRICITY PROGRAM".

Ref: 1. BSNL,CO-TRG/26(11)/2/2021-TRAINING dated 11.11.2021  
 2. No ALTTTC-ALT/50(23)/2/2021-IT-TM-LEGAL dated 22.11.2021  
 3. ALTTTC-BRT/12(21)/2/2021-IT Faculty/Dated 10.02.2022

As per letters under reference a course on "CUSTOMER / CITIZEN CENTRICITY PROGRAM FOR BHARAT SANCHAR NIGAM LIMITED" is to be conducted by a private vendor (to be selected through open tender) for BSNL Frontline Staff of different circles. The tender for the same is under finalization. As per the scope of the tender, the allocation of seats for Survey of Customers and BSNL Employees, Master Trainers, BSNL Frontline workers to be trained was communicated vide letter under reference 3 of this letter.

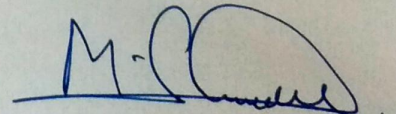
In continuation of earlier letters:-

- Initially the selected vendor was proposed to do a gap analysis/demand survey to identify pain points by a sample of 200 BSNL frontline employees and 500 customers (of different services i.e. CFA, CM, EB) of different circles. Now due to the change in scope of work in tender it is proposed that "Customer interaction study/survey of 200 employees of BSNL has be done under category of (Sales Mobile- 50, Sales Enterprise-50, Maintenance team-100) and 1100 customers of different verticals and channel partners (Mobile customers- 500, Fixed line customers-300, Enterprise customers-200, BSNL Channel partner/franchisee for fixed line - 50, Channel partner/franchisee for Mobile- 50) in various parts of the country in order to identify pain points in services delivery and behaviors of BSNL frontline staff".
- Also it has been decided to rollout the project only in 2 selected SSAs (BAs) of each Circle which are to be decided by Circle, the seat allocation for Survey, Master Trainer and BSNL Frontline Staff is available at ANNEX-I Table -1 and ANNEX-2 (Table-2) (Revised). The payment mile stones are also attached with this letter. Kindly nominate circle nodal (Single Point of Contact- SPOC) and Master Trainers details on the below spread sheet

[https://docs.google.com/spreadsheets/d/1crZNR70CMj9fM1zLUne5Z-gj121Lc1lvKrAuc\\_eAGcw/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1crZNR70CMj9fM1zLUne5Z-gj121Lc1lvKrAuc_eAGcw/edit?usp=sharing)

- For any Clarification AGM (TM)/SDE (TM) BRBRAITT may be contacted on 9425800994/9425801027 or on mail-id [brbraittkarmayogi@gmail.com](mailto:brbraittkarmayogi@gmail.com).

This issued with the approval of CGM, ALTTTC Ghaziabad.

  
 Principal General Manager  
 BRBRAITT, Jabalpur 27/7/22

Copy to :

- CGM (ALTTTC) Ghaziabad for kind information please.
- GM (Training), BSNL CO, New Delhi for kind information please

पंजीकृत एवं निगमित कार्यालय : भारत संचार भवन, हरीश चंद्र माथुर लेन, जनपथ, नई दिल्ली - 110 001

Registered &amp; Corporate Office : Bharat Sanchar Bhavan, Harish Chandra Mathur Lane, Janpath, New Delhi - 110 001

Corporate Identity Number (CIN) : U74899DL2000GOI107739, WEBSITE : WWW.BSNL.CO.IN



Sl No	Circle	No. of Employees for Survey of BSNL Staff			No. Customers to be surveyed in Circles							Circle Parented to training center
		Sales Mobile-50	Sales Enter prise-50	Maintenance team-100	Mobile custom ers-500	Fixed line customers-300	Enterp rise custom ers-200	BSNL Channel partner/franchisee for fixed line -50	Channel partner/f ranchisee for Mobile-50			
1.	JAMMU and Kashmir	1	2	2	10	6	4	1	1			
2.	HIMACHAL	1	2	2	10	6	4	1	1			
3.	UP (E)	2	2	6	25	15	10	3	3			
4.	UP (W)	2	2	6	25	15	10	2	2			
5.	UTTRANCHAL	2	2	6	25	15	10	3	3			
6.	HARYANA	1	2	2	10	6	4	1	1			
7.	PUNJAB	1	2	2	10	6	4	1	1			
8.	CHATTISGARH	1	2	2	20	15	10	2	2			
9.	MP	2	2	5	25	15	10	3	3			
10.	GUJARAT	2	3	5	25	15	10	2	2			
11.	RAJASTHAN	2	2	5	25	15	10	2	2			
12.	Maharashtra	3	3	6	35	15	10	3	3			
13.	ODISHA	2	2	4	20	15	10	2	2			
14.	West Bengal	2	2	3	20	9	6	3	2			
15.	BIHAR	2	2	5	20	15	10	2	2			
16.	JHARKHAND	2	2	5	20	15	10	2	2			
17.	Karnataka	3	2	5	30	15	10	3	3			
18.	ASSAM	2	1	3	15	9	6	1	1			
19.	NE-1	1	1	3	10	6	4	1	1			
20.	NE-II	1	1	2	10	6	4	1	1			
21.	ANDHRA CIRCLE	3	2	5	25	15	10	2	2			
22.	TELANGANA	3	2	5	25	15	10	2	2			
23.	Kerala	3	2	5	25	15	10	2	2			
24.	TAMILNADU	3	2	3	20	12	8	2	2			
25.	CHTD	1	1	1	5	3	2	1	1			
26.	CTD	1	1	1	5	3	2	1	1			
27.	A & N	1	1	1	5	3	2	1	1			
	<b>Total</b>	<b>50</b>	<b>50</b>	<b>100</b>	<b>500</b>	<b>300</b>	<b>200</b>	<b>50</b>	<b>50</b>			



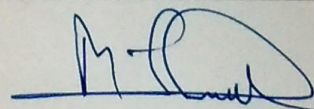
## ANNEXURE-II (Table-2)-REVISED

Sl No	Training Centre/Circle	No. of Seats for Master Trainer	No. of Seats for BSNL front line staff		Circle Parented to training center
			100	Exe (1400)	
1	ALTTC	35	-	-	
2	BRBRAITT	15	-	-	
3	ZTTC-Pune	4	-	-	
4	ZTTC-Kalyani	4	-	-	
5	ZTTC-Mysore	4	-	-	
6	ZTTC-Guwahati	4	-	-	
7	RTTC-Hyderabad	3	-	-	
8	RTTC-Trivandrum	2	-	-	
9	RGM-Chennai	2	-	-	
10	JAMMU and Kashmir	1	50	100	ALTTC
11.	HIMACHAL	1	50	100	
12.	UP ( E )	1	100	200	
13.	UP (W)	1	50	150	
14.	UTTRANCHAL	1	50	150	
15.	HARYANA	1	50	150	
16.	PUNJAB	1	50	150	
17.	CHATTISGARH	1	50	100	
18.	MP	1	50	200	BRBRAITT
19.	GUJARAT	1	75	200	
20.	RAJASTHAN	1	75	200	
21.	Maharashtra	1	125	500	ZTTC -Pune
22.	ODISHA	1	30	150	ZTTC-Kalyani
23.	West Bengal	1	30	150	
24.	BIHAR	1	25	150	
25.	JHARKHAND	1	25	150	
26.	CTD	1	20	100	
27.	A & N	1	20	100	
28.	Karnataka	1	75	500	ZTTC-Mysore
29.	ASSAM	1	50	400	ZTTC-Guwahati
30.	NE-1	1	50	200	
31.	NE-II	1	25	200	
32.	ANDHRA CIRCLE	1	60	350	RTTC-Hyderabad
33.	TELANGANA	1	65	350	RTTC-Trivandrum
34	Kerala	1	75	500	RGM-Chennai
35	TAMILNADU	1	50	300	
36	CHTD	1	25	200	
		100	1400	6000	



## Payment Milestone

SI No	Milestone	Payment	Payment Criteria
1.	Submission of Customer and employees interaction study report	10% of quoted Total Contract Value	Acceptance from BSNL on the submitted Report
2.	Design and development of the Customer / Citizen Centricity Program	10% of quoted Total Contract Value	Acceptance from BSNL on the deployment of the Customer/ Citizen Centricity program
3.	Capacity transfer of teaching methodology to 100 master trainers of BSNL along with content and associated documents	10% of quoted Total Contract Value	Completion of the Train the Trainer programs for requisite number of BSNL officials who anchor the rollout into the organization after receiving certificate from concerned section.
4.	Enabling Rollout of training to 7400 employees of BSNL	30 % of quoted Total Contract Value	50% of the total target audience complete the program
5.	Enabling Rollout of training to 7400 employees of BSNL	20 % of quoted Total Contract Value	Balance 50% of the total target audience complete the program
6.	Support the Impact Assessment of the program	20% of quoted Total Contract Value	An impact assessment of the training has been done through CTMS.  Document evidencing completion of the design and implementation of the impact assessment study in CTMS through questioner which will be provided by successful bidder.





भारत रत्न भीमराव अम्बेडकर दूरसंचार  
प्रशिक्षण संस्थान, रिज रोड, जबलपुर - 482 001  
BHARAT RATNA BHIMRAO AMBEDKAR  
INSTITUTE OF TELECOM TRAINING  
RIDGE ROAD, JABALPUR - 482 001  
(ISO 9001 : 2015 Certified)

Tel. No. : 0761 - 2600100

Fax No. : 0761 - 2600301

Email : manish.shukla@gov.in, mshukla@bsnl.co.in

Website : www.brbraitt.bsnl.co.in



भारत संचार निगम लिमिटेड  
(भारत सरकार का उपक्रम)  
BHARAT SANCHAR NIGAM LIMITED  
(A Government of India Enterprise)

E File No. ALTTTC-BRT/12(21)/2/2021-IT Faculty/Dated

19.03.2022

To

The Principals

ZTTC- Pune/Guwahati/Maysore/Kalyani

RTTC- Hyderabad/Trivandrum, RGM TTC

DGM(TM)-ALTTTC/BRBRAITT

BSNL

**Sub: Roles and Responsibility for Motivational Training "CUSTOMER / CITIZEN CENTRICITY PROGRAM".**

**Ref:** 1. BSNL, CO-TRG/26 (11)/2/2021-TRAINING dated 11.11.2021

2. No ALTTTC-ALT/50 (23)/2/2021-IT-TM-LEGAL dated 22.11.2021

As per letters under reference a course on "CUSTOMER / CITIZEN CENTRICITY PROGRAM FOR BHARAT SANCHAR NIGAM LIMITED" is to be conducted by a private vendor (to be selected through open tender) for BSNL Frontline Staff of different circles. The tender is under process. The selected vendor will do a gap analysis/demand survey to identify pain points by a sample of 200 BSNL frontline employees and 500 customers (of different services i.e. CFA, CM, EB) of different circles and prepare course content for improving motivational level of BSNL frontline workers.

Total of 7500 staff (1500 Executives and 6000 Non-executives) is to be trained in the said program. For this as per the design of program 100 Master Trainers have to be trained which will further deliver the training to 7400 staff under the guidance and supervision of the vendor.

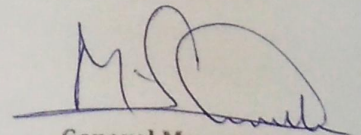
The role of training centers are as follows:-

1. Principal Training Centers/DGM(TM) will be the nodal officer for the above said project for their training centers and will act as nodal for circle under jurisdiction as per annexure-I.
2. Principal Training Centers/DGM(TM) will coordinate with GM HR of Circles to provide list of employees and customers of different verticals on whom survey is to be carried out as per seats allocated in annexure-I (Table-1) and in formats in annexure-II and III for onwards forwarding to DGM (TM) BRBRAITT and maintain record copy with ZTTC/RTTC which will be used by them for invoice certification. It is advised to Principal



File No. ALTTC-BRT/12(21)/2/2021-IT Faculty-Part(1)

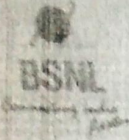
1. Training Centers/DGM(TM) that the participants may be from one or two central location of circles in order to smoothly roll over the project.
3. The GM (HR) of Circles will select the master trainers for their respective circle and will nominate as per the table in annexure-IV along with name, designation, HR Number, Mobile Number, Email-ID and send to GM, BRBRAITT. These master trainers will be trained by the Vendor directly as per tender terms and conditions. The circle-wise no. of master trainers proposed to be trained is given in Annex-I (Table-2).
4. Training Centers will assist master trainers from each circle for further train the remaining frontline staff of their respective circles with the support and aids provided by vendor/attached zonal center.
5. The GM (HR) of Circles will nominate one of the executives out of these master trainers as SPOC for circle to coordinate with mapped training center for CTMS entries, billing invoice certification, assessment through CTMS of trained BSNL front line worker of their circles. He should be at least AGM Level executive. The Principal Training Centers/DGM(TM) will coordinates with SPOCs for above said work and maintain record copy with ALTTC/BRBRAITT/ZTTC/RTTC which will be used by them for invoice certification
6. The GM HR will identify the BSNL frontline staff to be trained as per number of seats allocated in annexure-I (Table-2) and will provide a list in annexure-V to GM, BRBRAITT. The principals of training centers will coordinate with circle for nominations and onward forwarding to BRBRAITT.
7. The SPOC of the circle will nominate/register the BSNL frontline staff to be trained in CTMS as and when batches are opened in CTMS. The SPOC will be certifying bills and invoices as per tentative milestone in annexure-VI and provide the certificate as and when required (the format which will be communicated subsequently after selection of vendor) and maintain record copy with ALTTC/BRBRAITT/ZTTC/RTTC which will be used by them for invoice certification.
8. **The Principal/DGM (TM) will be responsible for getting invoices certified by Circle under their jurisdiction or else will certify the invoices on behalf of the circle.**
9. The tender for selecting the vendor for the project is under process through RFP by GM BRBRAITT, Jabalpur.
10. The principals of all the training centers should ensure that all the above information should be sent upto 21-03-2022 on email id: [dgmtm.brbraitt@gmail.com](mailto:dgmtm.brbraitt@gmail.com). For any query circles are to free to call Shri J.K Verma , DGM (TM), BRBRAITT (9425800996) or Shri J K Bachani SDE (Skill Deve) BRBRAITT (9425801027).  
This issued with the approval of CGM, ALTTC Ghaziabad.



General Manager  
BRBRAITT, Jabalpur

Copy to : GM (Training), BSNL CO, New Delhi





**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)  
Advanced Level Telecom Training Centre  
Ghaziabad-201002



Office No.: ALTTC-ALT/50(23)/2/2021-IT-TM-LEGAL

Dated 22.11.2021

To

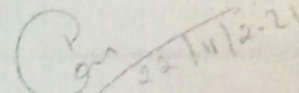
The General Manager,  
BRBRAITT, Jabalpur

Sub: Motivational Training to BSNL Frontline employees- Regarding.

Ref: Letter no. ALTTC-ALT/50(23)/2/2021-IT-TM-LEGAL Dated 18.11.2021

In continuation to the letter cited above, it may kindly be noted that BRBRAITT will be the nodal TC for implementation of the motivational training scheme as envisaged in the BSNL CO letter no. BSNLCO-TRG/26(11)/2/2021-TRAINING dated 11.11.2021

This is issued with the approval of CGM, ALTTC Ghaziabad.

  
AGM (TM)

ALTTC, Ghaziabad.

- Copy to: (1) CGM, ALTTC for kind inf. please  
(2) GM(Tech.), ALTTC for kind inf. please  
(3) GM(Trg.), BSNL CO for kind inf. please

Encl: As above



**CORPORATE OFFICE**

Training Cell,  
Bharat Sanchar Bhavan, Janpath,  
New Delhi-110001  
Tel: 23716838, Fax: 23711544



**भारत संचार निगम लिमिटेड**  
(भारत सरकार का उपक्रम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

No. BSNLCO-TRG/26(11)/2/2021-TRAINING

Date: 11<sup>th</sup> Nov. 2021

To,  
The CGM ALTTC,  
Ghaziabad.

**SUB: Regarding motivational training to BSNL frontline employees.**

Being the leading telecom service provider the nature of services offered by BSNL makes it one of the most customer-facing organization. The customer-BSNL interaction in a way shapes the customer perception about BSNL services and thereby impact resultant revenue of the organization. The huge volume of interactions presents an opportunity to establish BSNL as a brand that offers quality and consistent telecom service experience to customers as well as better revenue for the organization. To achieve this objective an elaborate capacity- building exercise of frontline BSNL staff would be necessary.

2. Further, to motivate frontline staff for better interaction with customer for their satisfaction and to sustain in the cut-throat competition in Telecom market, it has become imperative to impart appropriate motivational/behavioral training to BSNL front line staff. The exercise should aim to train our front line workers to have a customer-centric approach in the delivery of services, improve the responsiveness and quality of services delivered to customers, and build trust in them. This will result in better customer retention and better revenue to BSNL.

3. BSNL is presently having 29832 executives and 33179 non-executives working in BSNL as on 31.10.2021. Almost all non-executives in BSNL are working as frontline staff and few group B officers upto SDE level are working as frontline staff. It is proposed that out of these working employees approx. 50% non executive staff and around 15% executives staff may be trained for motivational Customer Centric training Program. As BSNL training centres, after VRS and restructuring, have very limited manpower, expertise and resources, engagement of suitable agency would be required for imparting such type of training on mass scale in a short span of time.

4. In light of above, undersigned is directed to convey the approval of the competent authority to authorize CGM, ALTTC Ghaziabad to prepare the detailed proposal and RFP document for engaging suitable expert agency for the motivational/ behavioral training to BSNL front line staff in order to increase customer delight.

5. The proposal may kindly be sent within 2 weeks to this office on Email id: [co.trainingcell@gmail.com](mailto:co.trainingcell@gmail.com) for approval of the competent authority.

This issues with the approval of the competent authority.

11.11.2021  
DGM (Admin/Trg)

Copy to:

1. PPS to CMD/Director (HR), BSNL CO New Delhi- for kind information please.