

# Press Media Communication Report

-From Public Relations Cell BSNL CO New Delhi

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Bharat Sanchar Nigam Limited (BSNL), one of India's leading Telecommunications companies, launched Centralized VAS (Value Added Services) Provisioning System cum Consent Gateway (CVPS cum CG) for its subscribers in the country. Now this CVPS cum CG will centrally control all activities like activation, obtaining 2nd consent from customers, providing response to customer query, update VAS profile of customers, trigger delivery of requested VAS and charging. Earlier all these activities were being done by VAS providers themselves. Anupam Shrivastava, Director (CM) BSNL Board, stated that CVPS cum CG will enable BSNL to serve its customer better. This will instill more confidence into consumers as now VAS subscription will be activated only after obtaining double confirmation from customer that too by independent third party.