



**BANGLADESH TELECOMMUNICATION
REGULATORY COMMISSION**
IEB BHABAN, RAMNA, DHAKA-1000

No. BTRC/LL/Call Center/Licensing Procedure (268)/2008- 278

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**Instructions for Issuance of Enlistment Certificate for the Operation
of
BPO/Call Center
(International and Domestic)**


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ABBREVIATIONS

1. **BTRC** Bangladesh Telecommunication Regulatory Commission.
2. **CDR** Call Data Records.
3. **DRC** Disaster Recovery Center.
4. **HCC** Hosted Call Center.
5. **HCCSP** Hosted Call Center Service Provider.
6. **IPLC** International Private Leased Circuit.
7. **MRTG** Multi Router Traffic Grapher.
8. **MPLS** Multiprotocol Label Switching
9. **NMC** National Monitoring Center.
10. **PCO** Public Call Office.
11. **PoP** Point of Presence.
12. **PSTN** Public Switched Telephone Network.
13. **VPN** Virtual Private Network.
14. **VSAT** Very Small Aperture Terminal.
15. **BPO** Business Process Outsourcing

DEFINITIONS AND INTERPRETATIONS

Unless the context otherwise requires, the different terms and expression used in the instruction shall have the following meaning assigned to them. The headings are given for the sake of convenience in the instruction and do not carry any special meaning.

1. **“Commission”** means Bangladesh Telecommunication Regulatory Commission established under the Bangladesh Telecommunication Regulation Act, 2001(as amended).
2. **“Call Center”** is a facility used by companies to manage all client contact through a variety of mediums such as telephone, fax, letter, email and increasingly on line live chat etc. It is to be mentioned here that call center also includes HCC and HCCSP also.
3. **“Call Detail Records (CDR)”** is generated by all types of call centers in the form of binary or any other form of file that includes all types of records of outgoing and incoming calls such as caller and called party number, origin and destination of calls, call duration, calling time, location, etc.
4. **“Disaster Recovery Center (DRC)”** means complete backup center which can be used when the main center becomes inoperative for any reasons.
5. **“International Private Leased Circuit (IPLC)”** means International point to point Private Leased Circuit.
6. **“Multiprotocol Label Switching (MPLS)”** is a mechanism in high-performance telecommunications networks which directs and carries data from one network node to the next. MPLS makes it easy to create "virtual links" between distant nodes. It can encapsulate packets of various network protocols.
7. **“Multi Router Traffic Grapher (MRTG)”** is a free software for monitoring and measuring the traffic load on network links. It allows the user to see traffic load on a network over time in graphical form.
8. **“Point of Presence (PoP)”** is the client location at the foreign end where the telecom traffic of the client is collected for the call center at Bangladesh end.
9. **“Virtual Private Network (VPN)”** means a private network which is composed of leased resources of public network.
10. **“Very Small Aperture Terminal (VSAT)”** means a two-way satellite ground station with a dish antenna that is smaller than 3 meters.
11. **“Infrastructure”** means the entire call center related equipment (Hardware and Software).

Enlistment Instructions for Call Center/BPO (International and Domestic)

1. Introduction

- 1.1 Bangladesh Telecommunication Regulatory Commission (hereinafter the Commission) has been empowered by and under the Section 31 of the Bangladesh Telecommunication Regulation Act, 2001 (as amended) (hereinafter the “Act”) to issue Enlistment Certificate for the operation and provision of Call Centers and Back offices.
- 1.2 Call Center / BPO is one of the most promising sector in Bangladesh which can contribute a substantial amount of foreign revenue to national exchequer. Bangladesh has the potential to become one of the most attractive off-shoring destinations because of its low cost, liberalized policy and highly trainable, English proficient, IT enabled quality manpower. Added to this, the neutral accent alongwith the existence of fluent English-speaking and Internet literate people who have the future-thinking entrepreneurial attitude needed by foreign companies looking for outsourcing their customer support, technical support, telemarketing, accounting etc also help exploring the global outsourcing market. Keeping this in view, Bangladesh Telecommunication Regulatory Commission has decided to introduce Enlistment for Call Center/BPO operation to provide easy, less time consuming and more liberalized environment in the domain of outsourcing.
- 1.3 These Instructions, along with the terms and conditions of the Enlistment, shall be read in conjunction with the Act, any subsequent legislation, other prevalent laws or sector policies framed by the Government, rules, regulations, decrees, orders, decisions, guidelines, directives and other documents of general application issued by the Commission from time to time.

2. Objectives

- 2.1 These Enlistment Instructions are intended to provide an overview of the regulatory framework to manage and operate Call Centers/BPO in Bangladesh.
- 2.2 This Enlistment is intended:
 - 2.2.1 To provide easy and affordable Call Center/BPO enlistment instead of existing licensing procedure to the entrepreneurs to conduct Call Center/BPO business.
 - 2.2.2 To create job opportunity in Bangladesh for educated unemployed people.
 - 2.2.3 To create a favorable condition for foreign remittance/ investment in Bangladesh
 - 2.2.4 To encourage local businesses and new enterprises to explore do business in Call Center/BPO/telecommunication sector.

3. GENERAL CONDITIONS

- 3.1 Interested parties willing to start Call Center/BPO business shall apply for enlistment to the Commission in prescribed form (BTRC: CC1) available in the website www.btrc.gov.bd.

- 3.2 This Enlistment will include Call center/ Hosted Call Center (HCC)/ Hosted Call Center Service Provider (HCCSP)/BPO under these Instructions. All kind of BPO/Call Center services can be conducted under this enlistment.
- 3.3 The applicant has to pay an amount of Taka 5000 (Five Thousand BDT) as enlistment fee to the Commission for Call Center service enlistment as onetime fee for an initial term of 5 years.
- 3.4 The validity of the enlistment shall be for 5 (five) years. Upon expiry of 5 (five) years, the enlistment may be renewed for subsequent terms, each of 5 (five) years in duration. The Enlisted entity shall apply for renewal one month before expiry of enlistment validity.
- 3.5 Any entity that itself operates 'Call Center' for its customers within the country does not require any enlistment. This enlistment is only applicable for services outsourced to the Call Center Operators by another party. Any Call Center/BPO service provider can use the infrastructure of other Call Centers with prior permission of the commission.
- 3.6 Notwithstanding any contrary provisions of any other Regulatory and Licensing Guidelines the enlistment will be given to proprietorships, partnerships or Companies/Joint Venture Companies registered/formed under existing applicable laws of Bangladesh.
- 3.7 International and Domestic Call center services can be extended under single enlistment subject to terms and conditions contained in this Instruction.
- 3.8 The employment of foreign expatriates at all levels is limited to 10% (ten percent). The list of foreign employees must be submitted to the Commission. Relevant Government rules and regulations regarding foreign personnel employment will have to be followed.
- 3.9 An Enlisted entity can have multiple centers under a single enlistment. The locations with number of agents and client details will have to be registered with the Commission before operation.
- 3.10 The Call Center/BPO operators will apply to the Commission in prescribed form (BTRC: CC2, available in the website www.btrc.gov.bd) to start the operation.
- 3.11 Call centers operators are not allowed to extend the services to other Call Center operators. A call center will be a facility which will have at least 5 seats or agents.
- 3.12 The operator can also set up 'Disaster Recovery Center'. The DRC can only be used during any situation when the main Center, cannot be used or becomes inoperative. DRCs have to be situated inside Bangladesh.
- 3.13 An enlisted entity shall inform the Commission of any change in the information furnished within 15 days.
- 3.14 The Commission reserves the right to alter, change, modify or add any terms and conditions of the Enlistment Instruction including applicable fees at any time in public and industry interest as per Bangladesh Telecommunication Regulation Act, 2001.
- 3.15 The Licensee shall have mechanism to prevent from being engaged in illegal call termination and origination activities.

3.16 A generic form of the Enlistment/Permit is annexed herewith in Appendix-1.

3.17 These Instructions shall form an integral part of the Enlistment Certificate.

4. SCOPE FOR EXISTING CALL CENTER LICENSEES

The terms and conditions mentioned in these Instructions shall be applicable to and binding on all existing Call Center licensees, except license acquisition fee. All existing Call Center licensee shall deposit their previous licenses to the Commission and issue new Enlistment against their Call Centers.

5. TECHNICAL CONDITIONS FOR OPERATION OF CALL CENTER

5.1 International Call Center:

5.1.1 The Call Center shall obtain the required connectivity including ITC or Submarine Cable bandwidth or IP Bandwidth from Service Providers duly licensed by the Commission.

5.1.2 The connectivity between 'Call Center' and overseas client(s) shall be through IPLC or MPLS or IP Bandwidth with prior permission of the Commission. International connectivity is to be obtained from authorized submarine cable operator(s)/ International Terrestrial Cable (ITC) operators/ International Internet Gateway (IIG)/ Internet Service Provider(ISP). The amount of bandwidth should be in proportion with the number of seats of the Call Center.

5.1.3 All Enlisted entities must keep daily MRTG (Multi Router Traffic Grapher) records, for monitoring and measuring traffic load of the link and for making the records available to the commission. Such record must be preserved for at least 6(six) months.

5.1.4 No termination or connectivity is allowed to/from domestic PSTN, Cellular, Data or any other type of network. Telecommunication network connectivity is allowed at foreign end through overseas clients' PoP.

5.1.5 Both inbound and outbound international calls are permitted from the International Call Centers for call center service purposes only.

5.1.6 Call Centers must have provision for recording and storing all detail call data records (CDRs) for a minimum of 6(six) months.

5.1.7 Call Centers operator shall ensure complete separation of local telephone and internet connectivity used purely for office purposes from the Call Center network.

5.1.8 Interconnection between Call Centers for same overseas client is permitted with prior permission of the Commission for redundancy, backup and load balancing.

5.1.9 Interconnection between any Domestic Call Centre and International Call Center is not permitted. To operate International and Domestic call center with same equipments (using proper Monitoring system), is permitted with prior permission of the Commission.

5.1.10 Network Setup of the Call Center will not be extended by any means to another location other than the specified location.

- 5.1.11 Call Center operators will not configure the equipment to support remote agents.
- 5.1.12 The Call Center operator may be permitted to create VPN or apply encryption either by software or hardware. However, appropriate monitoring facilities are to be made available to the Commission/NMC, if required.
- 5.1.13 Call Center setup detail with proposed equipment, network diagram etc. would have to be submitted to the Commission with application for enlistment. Permission of the Commission will be required for any change in setup. A sample of basic international call center diagram is attached as Appendix-2.
- 5.1.17 Enlisted entities will be allowed to import call center related equipments with prior permission from the Commission.
- 5.1.18 The Call Center(s) must not be used as a transit point of any sort.
- 5.1.19 Enlisted entities shall not misuse the Telecommunication resources for any other activity and shall be responsible for the same.
- 5.1.20 Enlisted entity shall commence operation with prior permission of the Commission.
- 5.1.21 Enlisted entity shall commence operation within 6 months from issue of enlistment. Extension may be considered upon receipt of application from Enlisted entity stating reasons thereof, otherwise it may be cancelled. Enlisted entity must commence operation within 30 days of obtaining the international and/or domestic connectivity with intimation to the Commission.

5.2 Domestic Call Center:

- 5.2.1 The domestic Call Center operator shall obtain the required connectivity only from PSTN and IPTSP operators duly licensed by the Commission with the prior permission. The number of telephones or other types of connectivity bandwidth should be in proportion with the number of seats of the Call Center
- 5.2.2 No termination or connectivity is allowed to/from international, internet or Data network.
- 5.2.3 Call Center must have provision for recording and storing all detail Call Data Records (CDRs) for a minimum of 6(six) months.
- 5.2.4 Interconnection between 'Call Centers' of a same client is permitted with prior permission of the Commission for redundancy, backup and load balancing. Interconnections between call centers for different clients are not permitted.
- 5.2.5 Interconnection between any Domestic Call Centre and International Call Center is not permitted. To operate International and Domestic call center with same equipments (using proper Monitoring system), is permitted with prior permission of the Commission.
- 5.2.6 Network Setup of the Call Center will not be extended by any means to another location other than the specified location without prior permission/notify from the Commission.
- 5.2.7 Call Center operators will not configure the equipment to support remote agents.

5.2.8 The Commission shall have the right to direct the telecommunication facility provider to apply monitoring facility with suitable recording system on any service extended to Call Centers.

6. REQUIREMENT TO FURNISH INFORMATION

- 6.1 The Commission or its authorized representative or any law enforcing authority will have right of unrestricted access to the Enlisted entities' premises for monitoring and inspection, without prior notice or delay, for obtaining data/current configurations of the equipment installed in the call center.
- 6.2 Call centers operators are not allowed to extend the services to other Call Center operators. A call center will be a facility which will have at least 5 seats or agents.
- 6.3 Call Center operators shall be required to provide the CDRs of all the specified calls handled by the system at specified duration, as and when required by the Commission/NMC.
- 6.4 Wherever considered appropriate, the Commission may conduct any inquiry either *suomoto* or on complaint to determine whether there has been any breach in compliance of the conditions by the Call Center and upon such inquiry they shall extend all reasonable facilities without any hindrance.
- 6.5 Enlisted entities shall furnish to the Commission, on demand in the manner and as per the time frames such documents, accounts, estimates, returns, reports or other information in accordance with the directives/orders as may be prescribed from time to time.
- 6.6 Authorized Government law enforcing agencies will have the right to intercept the traffic/data originated/terminated at the Call Centers for the purpose of analysis and scrutiny.

7. RESTRICTIONS ON 'TRANSFER OR ASSIGNMENTS'

Enlisted entities shall not, without the prior written consent of the Commission, either directly or indirectly, assign or transfer this enlistment in any manner whatsoever to a third party or enter into any agreement for sub-Leasing and/or partnership relating to any subject matter of the enlistment to any third party either in whole or in part i.e. no subleasing/partnership/third party interest shall be created.

8. PROHIBITION OF CERTAIN ACTIVITIES BY THE CALL CENTER OPERATOR

- 8.1 Enlisted entities shall not engage on the strength of this enlistment in the provision of any service requiring separate License / permission.
- 8.2 Enlisted entities shall take necessary measures to prevent objectionable, obscene, unauthorized or any other content, messages or communications infringing copyright, intellectual property etc., in any form, consistent with the established laws of the country. Once specific instances of such infringement are reported to the operator by the enforcement agencies, the operator shall ensure that the carriage of such material is prevented immediately.
- 8.3 Enlisted entities shall not infringe on the jurisdiction of Licensed Telecom Service Providers and they shall neither provide switched telephony nor use telecom resources as Public Call Office (PCO).

9. SUSPENSION OR TERMINATION OF ENLISTMENT

- 9.1 The Commission reserves the right to suspend the operation of the enlistment at any time, if, in the opinion of the Commission, it is necessary or expedient to do so in public interest or in the interest of the security of the country or for the proper conduct of the Bangladesh Telecommunication Regulation Act, 2001.
- 9.2 Enlistment may be terminated for any failure to comply with the terms and conditions of enlistment.
- 9.3 The Commission may, on the happening of any events contrary to the terms and conditions of the enlistment, provisions of Bangladesh Telecommunication Regulation Act, 2001 or any other relevant rules and regulations, suspend or cancel the enlistment or impose fines. In case of cancellation of enlistment, the offender (company, shareholders, individuals etc.) will be debarred from obtaining new enlistment for 5 years.

10. COMPLIANCE TO DIRECTIONS/ORDERS

The Call Center/HCC/HCCSP/BPO service provider shall comply with:

- 10.1 Terms and conditions of enlistment instructions for Call Center.
- 10.2 Orders/Directives issued by the Commission from time to time.
- 10.3 Orders/Directives/Regulations issued by Govt. from time to time.
- 10.4 Relevant provisions of the laws and regulations in force in Bangladesh.

11. MISCELLANEOUS

- 11.1 The Commission and/or any other Govt. departments shall not be liable for any loss, damage, claim, expense etc. which may be incurred as a result of or in relation to the activities of the Enlisted entity.
- 11.2 The Enlisted entity shall observe the requirements of any applicable international conventions which imposes obligations on Bangladesh.
- 11.3 As the Enlisted entity may handle sensitive and/or confidential information of its client, it will take adequate measures to protect the same.
- 11.4 All correspondence shall be in writing and shall be sent to the Enlisted entity's registered place of business/head office.
- 11.5 The Enlisted entity shall furnish to the commission, on demand, the copies of agreements between the Enlisted entity and its foreign/local client(s).
- 11.6 The Enlisted entity shall follow the foreign currency earning and remittance rules and procedures in force in Bangladesh.

Appendix-1



Bangladesh Telecommunication Regulatory Commission
IEB Bhaban (5th, 6th & 7th Floor), Ramna, Dhaka-1000

Enlistment No

Date: - -2013

Name of the Enlisted Entity:

Address of the Enlisted Entity:

Category: CC/BPO


Duration of the Enlistment: From to

Enlistment Certificate of Call Center (CC), BPO

In exercise of the powers conferred by the Bangladesh Telecommunication Regulation Act, 2001 the Bangladesh Telecommunication Regulatory Commission (BTRC) upon consideration of the application dated: is pleased to issue Enlistment Certificate in favour of The enlisted entity has to abide by all the terms and conditions mentioned in the Call Center (CC)/BPO Enlistment Instructions vide No: BTRC/LL/Call Center/Licensing Procedure (268)/2008- 278, dated: 24-03-2013. The Enlistment Certificate is issued with the approval of the appropriate authority.

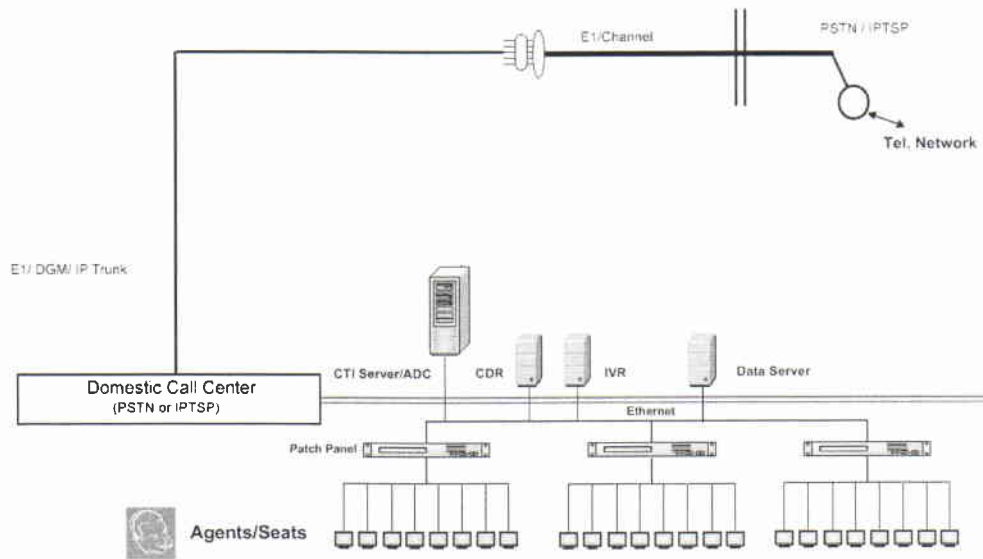
Enclosure: Instructions for BPO/Call Center.

Deputy Director
Legal & Licensing Division


24/03/2013
(Tareq Hasan Siddiqui)
Deputy Director
Legal and Licensing
Bangladesh Telecommunication
Regulatory Commission

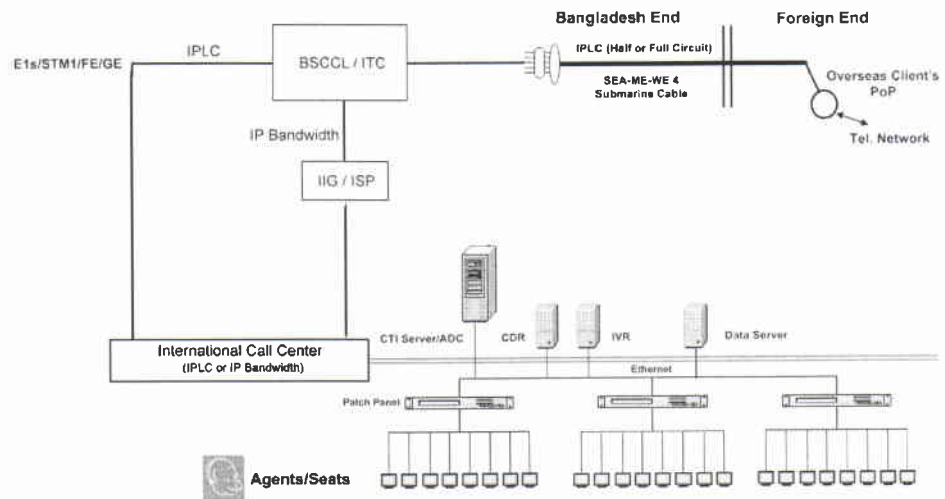
Appendix-2

One Example of Domestic Call Center Setup



(No other Network
Connectivity is allowed)

One Example of International Call Center Setup



(No other Network
Connectivity is allowed)