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The Gazette of the Democratic Socialist Republic of Sri Lanka

EXTRAORDINARY

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(Published by Authority)

PART I : SECTION (I) — GENERAL

Government Notifications



TELECOMMUNICATIONS REGULATORY COMMISSION

The Guidelines and Procedures for issuing, renewal and modification of licences under the Sri Lanka Telecommunications Act, No. 25 of 1991 as amended

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1. Introduction.— This document has been designed to provide guidance and information for interested parties wishing to apply for a licence under Section 17 of the Sri Lanka Telecommunications Act, No. 25 of 1991 as amended to operate a Telecommunications system. These guidelines should be read in conjunction with the application form (Form S17) for a Telecommunications Systems licence.

2. Overview of the Application .— The application form sets out the types of information to be furnished to the Commission when applying for a licence under Section 17 of the Act. These guidelines contain instructions to the applicants as to how information should be presented.

3. Contact Details of the Applicant and Company .— Parts 1 and 2 of the application requires the Authorised representative (hereinafter referred to as applicant) to provide basic information about himself, and the Company.

4. Company Ownership Structure .— Part 3 of the application addresses the ownership structure of the Company and other information regarding the Chief Executive Officer, Directors and Shareholders of the company. In order to maximise the company's probability of success the proposed senior management should have significant experience in establishing, managing and operating a telecommunications network.

5. Description of Proposed Services .— Part 4 of the application needs to supply details of the intended services with a view to determining the services to which it applies is relevant to the licence is being applied under Section 17 of the Act.

6. Project Feasibility Report .— Part 5 of the application requires the applicant to submit a Project feasibility report for the purpose of evaluating the application.

The Commission will evaluate the applications with a view to confirming that the applicant is capable of providing services under the licence, which is being applied for under the Section 17 Act. In the evaluating stage, the Commission would assess the licence application taking into consideration technical, financial, sales & marketing and customer services as well as managerial capabilities and skills of the company required to operate and maintain a telecommunications System.

When evaluating the applicant's eligibility, Company profile and tariffs & other obligations (described in the Part 3 and 4 of the application respectively) will also be taken into account.

6.1 Technical competency of the Applicant

Applicant should submit information sufficient prove a track record of successfully establishing, managing and operating a telecommunication system in the following aspects.

6.1.1 Network Configuration

The Applicant should submit the proposed operational network architecture diagram identifying main switching hosting sites, other points of presence, transmission routes and interconnect points with associated bandwidths up to four years of operation. Explain fully the technical and operational configuration of the network, including:

- (a) Technical specifications, relevant technical standards and conformance with standards.
- (b) Description of all interfaces within the network.
- (c) Proposed Grade of Service.
- (d) Information relating to the quality of service standards and details of quality of service targets.
- (e) Proposed billing system and how it will support the pricing.

The applicant should describe its Network Management technical strategy and the proposed solutions and the benefits it will provide for the network usage efficiency, service provisioning, resilience etc.

6.1.2 Network Infrastructure and Coverage

Describe the overall infrastructure and the components of the national and international networks to assess the network overall efficiency. The description should include the network management capabilities, routing plan, transmission plan, signalling plan and diversity plans. The applicant should also submit a broad network rollout plan and its strategy to implement the network rollout plan.

The Applicant should describe the generic process of network fault resolution for critical and major faults including target response and fault resolution times.

Further, the applicant should give details of the planned geographical coverage of the network upon launch of services and the network capacity expansion plans for the next four years of operation, and commitments for improvements to infrastructure facilities. Applicant should also provide proposed infrastructure sharing arrangements with other telecommunications service providers so that the cutting down network deployment costs and increasing service coverage.

6.1.3 Interconnection Arrangements

Applicant should provide technical proposals that provide circuit requirements for Interconnection with other connectable Operators including signalling, transmission and synchronization. It should also specify the interconnection configuration, points of interconnection, interface requirements and diversity arrangements.

6.1.4 Selection of Technologies

Applicant should provide the details of technologies to be employed for the switching, transmission and local access systems to deliver basic, broadband and value-added services, with the rationale for the choice of technologies selected.

6.1.5 Use of Limited Resources

If the applicant is planning to use limited resources such as radio spectrum, numbers and rights of way for network deployment, should provide a summary of the network infrastructure with limited resource requirements that the applicant is planning to put in place.

For the use of the radio spectrum, the applicant should provide frequency requirements of the network and the method of the use of frequencies. The applicant must also indicate how he would ensure the orderly and efficient use of such spectrum.

For the allocation of numbers, Applicant should describe whether the numbers applied for are carrier access codes, carrier selection codes, and geographic, non-geographic or other numbers.

6.1.6 Environmental Policy

The Applicant should submit an environmental policy and plan which will consider:

- (a) Minimisation of waste product pollutants during normal operations.
- (b) Minimisation of radio frequency radiation and Electro-Magnetic Compatibility (EMC) effects to other telecommunication systems.
- (c) Appropriate disposal of hazardous redundant materials.
- (d) Maximum use of recyclable materials.
- (e) Preservation of natural beauty.
- (f) Use of power efficient equipment.
- (g) Other steps towards the preserving the natural environment.

6.2 Financial Position of the Applicant

The Applicant should submit its comprehensive Capital, funding and financial plans for the proposed system operation. It should include:

6.2.1 Proposed Capital and Funding Plans

Details of the proposed Capital and funding plans for the first four years operation, including:

- (a) A comprehensive description of its proposed Capital structure. It should include working Capital plan and details of financing instruments including minimum Debt and Equity.
- (b) Sources of funding and the amounts from each source.
- (c) Timing of funding initiatives and credit facilities available.
- (d) Provisions made for contingent sources of funds.
- (e) Repayment terms and schedule for loans and debentures.
- (f) Capital and Operational expenditure (Cap Ex and Op Ex) forecast on a quarterly basis for the telecommunication systems being applied for.
- (g) Past performance of the company with regards to items (a) to (f) above (if applicable)

The applicant should submit relevant documentary evidence such as letters of intent, guarantor letters to substantiate the business, financial and funding plans and credit facilities.

6.2.2 Proposed Financial and Investment Plan

Details of the proposed financial plan for the first four years operation, including:

- (a) Projected profit and loss accounts, balance sheets and cash flow statements. The profit and loss accounts, balance sheets and cash flow statements should be prepared in accordance with the Sri Lanka Accounting Standards. All assumptions made such as asset depreciation policies, subscriber projections, annual variations in operating expenditure etc. should be clearly explained.
- (b) Projected financial ratios including return on capital employed, return on assets, operating profit margin, net profit margin, capital investment ratio, current ratio, and debt-equity ratio. The formula used in computing each ratio should also be provided;
- (c) Forecasts of the relevant financial metrics including, as a minimum, Internal Rate of Return (IRR) and Net Present Value (NPV) and payback period of the investment. Apart from that, the net present value at 10% and corresponding payback period should be calculated. The applicant should also indicate the anticipates time frame the business becoming profitable;
- (d) Details of the cost accounting system to be adopted by the applicant in order to facilitate unbundling of network elements to calculate component costs and interconnection charges.
- (e) Past performance of the company with regards to items (a) to (d) above (if applicable)

6.3 Sales and Marketing Skills of the Applicant

The applicant should describe in detail all the services it intends to provide during the first four years of operation, including the timing, and the competition strategies it will use to compete in telecommunication market in Sri Lanka in term of:

6.3.1 Situation Analysis:

Details of the Situation Analysis, including:

- (a) Key market trends analysis indicating how the market trends will influence the services of the company.
- (b) The effect of competition on the proposed business.
- (c) A comprehensive sales plan of the operation segmented by services, main target markets (e.g. wholesale or retail, residential or business), customer types and channels to market.
- (d) Describe the forecasted annual sales budgeting process.

6.3.2 Sales & Marketing Plans

Applicant should describe the proposed services and comprehensive sales & marketing plans including:

- (a) Estimated number of customers for services in an area where the specified telecommunications service is to be provided and the estimated market share of the applicant, service levels and marketing & pricing strategies.
- (b) A comprehensive marketing plan including spend by marketing media e.g. direct marketing, bill boards, magazines and newspapers, TV and radio etc.
- (c) Forecast sales by service, target segments, geographical area type e.g. urban, suburban and rural.
- (d) Identification of market risks and associated mitigation plan (if appropriate).
- (e) Applicant's strategies for fulfilment of future rollout obligations.
- (f) New services development plan including research and development.

6.3.3 Other Activities

Applicant should provide details of following:

- (a) Any Code of practice for ensuring fair marketing and Disputes resolution in the context marketing.
- (b) Other trading activities of the Company in and outside the telecommunications market and arrangements made to ensure no cross-subsidization between the applicants':
 - * Wholesale and retail activities.
 - * Telecommunications and non-telecommunications activities.
 - * Telecommunications equipment production or supply.
 - * Other telecommunications activities.

6.4 Customer Services Capability

6.4.1 Terms and Conditions of the Customer Service

The applicant should provide terms and conditions for the provision of the proposed services to the customers including details of :

- (a) Systems required to support Customer care and the intended service levels include a description of how these service levels will support all customers including residential and business customers.
- (b) Typical terms of the Customer contracts for both residential and business customers and copies of current contracts with all classes of customers (where appropriate).
- (c) Any Code of practice in relation to customers including practices for fair resolution of complaints made by customers and withdrawal of service from customers.
- (d) Intended service levels with a description of how these service levels will be supported.
- (e) Measures to be adopted for the transparent publication of all terms and conditions, including tariffs for the services & customer billing.
- (f) Measures to be adopted for the effective and fair resolution of customer complaints.

6.5 Managerial Capability of the Applicant:

The applicant should describe in detail managerial structure, employment generation and business & commercial activities of the company.

6.5.1 Proposed Management Structure

The Applicant should describe and provide the:

- (a) Organisational and Management structure of the company, which details all major components of the applicant including staffing and training.
- (b) Brief resumes of the proposed senior management team members, at least giving educational & professional qualifications and career history for the past ten years.
- (c) Specific experience of senior management team members relevant to establishing and managing the telecommunication network applied for.

6.5.2 Employment Generation

The Commission should be provided an indication of the scale and quality of the direct employment opportunities for the people of Sri Lanka, including:

(a) Number of proposed employees including expatriates and describe the breakdown of proposed employments for first four years period for by completing the following table:

		<i>First year</i>		<i>Second year</i>		<i>Third year</i>		<i>Fourth year</i>	
		<i>Local</i>	<i>Expat</i>	<i>Local</i>	<i>Expat</i>	<i>Local</i>	<i>Expat</i>	<i>Local</i>	<i>Expat</i>
Technical									
	Senior								
	Middle								
Sales and	Junior								
	Senior								
Marketing	Middle								
	Junior								
Finance	Senior								
	Middle								
Legal	Junior								
	Senior								
	Middle								
Others	Junior								
	Senior								
	Middle								

Junior

(b) Details of the company's human resource policy, salary structure in each of category and employee terms and conditions.

6.5.3 Strategic Suppliers

The Applicant should give details of and describe roles of all proposed strategic suppliers during network build and post-service-launch operation to ensure its success. The details should include as a minimum:

- Name and brief description of type of business.
- Description of current or previous relationships with the Company.
- Description of intended type of commercial relationship.

The applicant should describe the generic process for authorising preferred suppliers and purchasing goods. It should include details of the purchase authorisation policy.

7. Declaration.— The Applicant will be required to sign a declaration attached to the Application form, confirming the accuracy of the information furnished and will at all times comply with the conditions set by the Commission.

8. Submission of Application.— The applicant shall provide required information and documents as set out in the Application.

On submission of the Application, the Applicant is required to make a processing fee of Rs. 200,000 payable to the Telecommunications Regulatory Commission of Sri Lanka. This fee is non-refundable regardless of whether an Applicant is successful or not in the licensing process.

Three copies of the completed application form and Project feasibility report together with processing fee should be submitted in an envelope clearly marked Licence application under Section 17 of the Act addressed to:

The Director General of Telecommunications,
Telecommunications Regulatory Commission of Sri Lanka,
No 276, Elvitigala Mawatha,
Colombo 08.

The Authorized representative of the company who is signing the declaration should initial each page of the application and project feasibility report. Submission of the application form and Project feasibility report in the electronic form on a floppy diskette or CD would be appreciated. No application will be considered until the processing fee is paid.

- 9. Processing of the Application.**— In processing an application, the Commission will ensure that the application form is duly completed and administrative details are in order. A checklist attached to the application form will help applicants to understand the type of documents to be submitted along with the application. When Commission received the completed application form together with the relevant documents and appropriate processing fee, the Commission will acknowledge the receipt of the application.

If the Commission is of the opinion that the information provided by the applicant is insufficient to support the application, further information may be sought and the processing of the application may be delayed.

In the circumstances, the Commission will direct the applicant to furnish requested information within four weeks of submission of the application.

Failure to comply with this directive of the Commission may result in the applicant will be disqualified from this licensing process.

- 10. Licensing Evaluation Process.**— The Commission will assess the application against the standard evaluation criteria to check the eligibility of the applicant for the grant of a licence. This evaluation process combines a detailed assessment of technical, financial, sales & marketing and customer service as well as managerial capabilities and skills of the applicant to run a telecommunication system. The evaluation process begins as soon as the Commission has verified the information given in the application. In the evaluation, the Commission must be satisfied that an applicant has sufficient resources, experience, skills and expertise to put the scarce resources underlying such a licence to efficient use, while meeting licence obligations, and sustaining its operations. Inadequate resources or lack of capabilities in aforesaid areas may be sufficient reason to reject an application.

It is, therefore, the responsibility of the applicant to provide clear evidence that the applicant has the necessary capabilities and skills to provide the proposed services and implement the proposed network.

- 11. Presentation.**— Presentations may be requested from the applicants. The purpose of the presentation is for the applicant to describe and justify any or all aspects of the proposed solutions and to answer any queries from the Commission.

- 12. Decision of the Evaluation.**— At the evaluation process, the information submitted by the applicants will be rated and the applicant who has scored 70% or above will be eligible for the grant of a licence under Section 17 of the Act. The Commission will notify the applicant of its decision in relation to the grant of a licence within six weeks of the date of fulfilment of all the requirements in the application. The reasons for the denial of a license will be made known to the applicant upon request.

- 13. Notices to the Public.**— The Commission will publish basic information about the applicant on national newspapers inviting public comments, within thirty days from the date of publication.

A draft of the proposed licence containing the conditions for the provision of telecommunications services will be available on Commission's official web site. The Commission will consider any representation or objection duly made in response to the public notice. If an objection or representation to the application was made, the Commission will investigate it within four weeks time.

If the Commission finds valid reasons for not granting the licence, the applicant would be informed decision of the Commission within a week after conclusion of the investigation.

14. Recommendation to the Minister.— The applicant will be advised to pay the necessary licence fee within thirty days if Commission does not find valid reasons during the investigation to justify the objections raised by the public. On the receipt of licensing fee within the prescribed period, the Commission will recommend to the Minister in charge of the subject to grant the licence. The Commission will publish the grant of the licence on its official web site and national newspapers for the information of the public.

The applicant who fails to make the payment of licence fee within the thirty days will not be entitled to have his licence processed further.

15. Licensing of Telecommunication Services Utilising Limited Recourses.— The Commission shall periodically announce in the its official website and national news papers a deadline for calling applications for provision of telecommunication services utilising limited recourses such as radio spectrum for last mile access, numbering and rights of way. The allocation and use of limited resources will be carried out in an objective, fairly, transparent and non-discriminatory manner.

An Auction will be conducted for applicant(s) who are satisfied the requirements in Sections 12 and 13 of this document for grant of licence(s). The provisions referred to in the Section 14 will apply to the highest bidder(s) of the Auction in issuing the licence(s).

16. Confidentiality of the Information.—

The Commission will publish basic details about the company at final stage of the licensing process except confidential and commercially sensitive information. Applicants are kindly requested to submit such confidential information in a separate cover indicating it clearly. Applicants may be assured that all commercially sensitive information will remain strictly confidential.

17. Licence Modification under Section 18 of the Act.— The modification of any condition of a licence issued under the section 17 of the Act, a notice will be published in the Commission's official web site and national newspapers inviting public comments regarding the modification of licence condition(s).

The Commission will consider any representation or objection duly made in response to the public notice prior to the recommending the modification to the minister pursuant to the section 18 of the Act.

The Commission will publish a draft of the proposed licence modification on its official web site and national newspapers inviting public comments, within thirty days from the date of publication. The Commission will consider any representation or objection duly made in response to the public notice. If an objection or representation to the application was made, the Commission will investigate it not more than four weeks time. If the Commission cannot find any valid reason during the investigation to justify the objection raised by the public, the licence modification will be recommended to the Minister for the concurrence.

On receipt of concurrence of the Minister, Commission will notify the licensee modification of the licence and give the publicity by posting same on its official web site and national newspapers.

18. Further Enquiries

The Commission will publish all the information regarding Licensing Guidelines and Process, Application and Evaluation criteria via its official website (www.trc.gov.lk). Any further enquiries relating to this should be addressed in writing and sent by post, e-mail or fax directly to the Commission.

The Director General of Telecommunications,
Telecommunications Regulatory Commission of Sri Lanka,
No 276, Elvitigala Mawatha,
Colombo 08.

Tel: 2689345
Fax: 2689341
E-mail: dgtr@sltnet.lk
Web site: www.trc.gov.lk

Form S17

APPLICATION FORM FOR A TELECOMMUNICATION SYSTEMS LICENCE

(Under Section 17 of the Sri Lanka Telecommunications Act, No. 25 of 1991 as amended)

EXPLANATORY NOTES

- Before completing this application form, applicants should read the Licensing Guidelines & Procedures and Application Evaluation Criteria of the Commission.
- All applicants should complete the application form (S17).
- The application must be completed fully in print or block capitals.
- Information should be clearly presented in the correct order. If the requested information is not applicable to the proposed telecommunications system, please write N/A.
- Applicants should attach extra pages if given space is insufficient to provide the requested information. The information on extra pages should be presented clearly and numbered in accordance with this form. Any attached pages must be printed on A4-size papers.
- Applicants should initial and date any correction or alteration made the application form.
- Applicants are required to submit 3 copies of the application, including attachments and a Project feasibility report.

Director General of Telecommunications,
Telecommunications Regulatory Commission of Sri Lanka,
276, Elvitigala Mawatha,
Colombo 08.
Tel.: 2689345 Fax: 2689341 E-mail: dgtr@sltnet.lk

PART I:

1. Contact Details of Authorised Representative (Applicant)

The Authorised representative (Applicant) shall provide the following information about himself. (A copy of National Identity Card/relevant pages of the Passport to be attached.)

- 1.1 Full Name:
- 1.2 Date of Birth:
- 1.3 National Identity Card/Passport Number:
- 1.4 Citizenship:
- 1.5 Address:
- 1.6 Telephone Number:
- 1.7 Fax Number:
- 1.8 E-mail Address:

PART 2:

2. Contact Details of the Company

The applicant shall provide the following information in respect of his Company supported by the certified copies of Business incorporation Certificate & Articles and Memorandum of Association.

- 2.1 Registered Name of Company:
- 2.2 Business Registration Number:
- 2.3 Date of Incorporation:
- 2.4 Registered Business Address.
- 2.5 Telephone Number:
- 2.6 Fax Number:
- 2.7 E-mail Address:
- 2.8 Name and contact details of the bank where business account is maintained:

PART 3:

3. Ownership Structure of the Company

The applicant shall provide the following information in respect of the Chief Executive Officer, Directors and Shareholders having 5% more shares of the Company supported by relevant documentary evidence. (Copies of National Identity Cards/ relevant pages of the Passports and other relevant documents to be attached.)

3.1 Chief Executive Officer and Directors:

The applicant shall provide the following information of the Chief Executive Officer and each of the Directors.

- (a) Fullname:
- (b) Date of Birth:
- (c) Nationality:
- (d) National Identity Card/Passport Number:
- (e) Citizenship:
- (f) Private Address:
- (g) Occupation:
- (h) Date of Appointment:
- (i) Other directorships held during the past 5 years :
- (j) Other business interests:
- (k) Summary of background, and any experience relevant to running the Telecommunications System and services are being applied for.

3.2 Shareholders:

The applicant shall provide details of the Company share Capital (class of shares, number and value of shares in each class of shares) and following information of each of the share holders having 5% or more share holdings. (Copies of share certificates and other relevant documents should be attached.) If the company is listed in the Colombo Stock Exchange, provide details of that class of shares. In case of Partnership, provide details of partnership (if applicable)

- (a) Full name:
- (b) Date of Birth:
- (c) Nationality:
- (d) NIC/Passport Number:
- (e) Citizenship:
- (f) Private Address:
- (g) Percentage of shares:
- (h) Date of shares issued:

3.3 Conduct of the Specified Persons:

The applicant shall provide the following information of the Specified Persons (Chief Executive Officer and each of the Directors and each of the and Shareholders having 5% more share holdings)

- (a) Whether any of the Specified Persons of the Company been such a person of a company which has gone into liquidation, or become bankrupt. (If so provide the names and details)
- (b) Whether any of the Specified Persons of the Company been such a person of a company whose licence has been revoked by any country's regulatory authority or the Government/Ministry for breach of licence condition(s). (If so provide the names and details)
- (c) Whether any of the Specified Persons has a beneficial interest in any other business licensed to provide or to operate a telecommunication System (If so provide the names and details)

- (d) Whether any of the Specified Persons of the Company ever been, or they are now, the defendant or respondent in any proceedings in any court in any jurisdiction involving dishonesty, fraud, theft or violence? (If so provide the names and details)

3.4 Company Profile

The applicant shall

- (a) Provide a diagrammatic representation and narrative description of the Company's management structure. Include brief resumes of Directors indicating educational & professional qualifications and career history for the past ten years. Detail any other specific experience of Directors relevant to establishing and managing a telecommunications network.
- (b) List any activities which will be contracted out to agencies, consultants, etc., including numbers of personnel upon whom the applicant will be able to draw, if known.
- (c) Provide names, addresses and other contact details for the following professional advisors to the Company.
- (i) Technical (ii) Legal (iii) Finance (iv) Auditors
- (d) State as to whether the Company or any affiliate currently hold, or has it ever held, a Telecommunications System licence in Sri Lanka or another country?
- (e) State as to whether Company or any affiliate ever had an application for a Telecommunications System licence in the Sri Lanka or another country refused?
- (f) State as to whether Company or any affiliate ever had a Telecommunications System licence in Sri Lanka or another country revoked?

PART 4:

4. Description of the Proposed Services

The applicant shall provide sufficient details of the services intended to be provided so that Commission could enable to ensure that the services are relevant to the license is being applied for. The details include:

- (a) A description of each of the proposed service and applicable tariffs.
- (b) Geographical coverage whether it is countrywide or regional.
- (c) Categories of customers anticipated to be served and targeted customer base.
- (d) Expected date of commencement of operations, implementation schedule and growth plan.
- (e) Measures to be adopted for provision of Universal Service obligation.
- (f) Details of directory information services offered to the public (where appropriate).
- (g) Details of emergency services intended to be provided by the applicant.

PART 5:

5. Project Feasibility Report

A Project feasibility report must be submitted with required to accompany your application. This should include the technical, financial, sales & marketing, customer service and managerial capabilities and skills of the applicant's company to establish operate and maintain the telecommunications system for which licence is being applied. These parameters are described in the Section 6 of the Licensing procedures and guidelines in detail. The information provided in the Project feasibility report will be taken into account when application is evaluated.

PART 6:

Declaration

I hereby certify that the information supplied in this application form is true in all respects and I hereby give undertaking that upon grant of the Licence, I shall abide by the terms and conditions upon which the Licence is granted. I accept that the Licence may be revoked if it is established that I have been granted Licence based on incorrect information.

Signature of Authorised Representative of the Company:

Date:.....

Application Checklist

(a) Application Requirements:

1. Is the application-processing fee of Rs.200, 000 included? **Yes/ No**
2. Are Parts 1, 2, 3 & 4 of the Application completed as appropriate? **Yes/ No**
3. Has Project feasibility report as described in Part 5 of the Application been submitted? **Yes/ No**
4. Has the declaration in Part 6 been signed by Authorised representative of the Company? **Yes/ No**
5. Have 3 copies of the application been submitted, including attachments and Project feasibility report? **Yes/ No**

(b) Documents to be submitted:

1. A copy of National Identity Card/ relevant pages of the Passport of the Authorised representative of the Company. **Yes/ No**
2. A letter from Board of Directors confirming the appointment Authorised representative. **Yes/ No**
3. A certified copy of Business Incorporation Certificate of the Company. **Yes/ No**
4. A certified copy of Articles and Memorandum of Association. of the Company. **Yes/ No**
5. Copies of National Identity Cards/ relevant pages of the Passports of the Chief Executive Officer, Directors and Shareholders having 5% more share holdings and other relevant documents to their conduct. **Yes/ No**
6. Copies of share certificates & other relevant documents. **Yes/ No**

Application Evaluation Criteria

The evaluation will be based on information provided by the applicant in the application and will be segmented in the under-mentioned criteria with the corresponding weights:-

S/N	Evaluation Criteria	Marks
1	Technical	30
	Network configuration	
	Network coverage plans and rollout	
	Backbone network design and Interconnection	
	Effective use of limited resources	
	Infrastructure sharing with other Operators	
2	Environmental consideration	20
	Financial	
	Capital and funding analysis	
3	Financial and investment analysis	10
	Sales and Marketing	
	Market trends analysis	
	Sales plans	
	Market development and Marketing strategies	
	Roll out obligation strategies	
4	Code of practices for marketing	10
	Customer Services	
	Customer care and the intended service levels	
	Customer contracts	
5	Code of practice in relation to billing, handling of customer inquiries and complaints	10
	Managerial	
	Proposed management structure	
	Employment generation	
6	Staff training and Human Resources Management	10
	Company Profile	
	Incorporation	
	Chief Executive Officer, Directors and Shareholders	
	Company Local ownership	
7	Banker's Guarantee	10
	Tariffs and Other Obligations	
	Proposed tariffs structure	
	Commitments to Universal Service	
	Provisions for Emergency Services	

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