

# Principal Entity

(Enterprise)

**User Manual**



It would be perfect if you perused the manual before starting your Journey as a enterprise to accomplish distinct duties in the implementation.

# INDEX

---

Header Registration .....	3
Content Template Registration .....	7

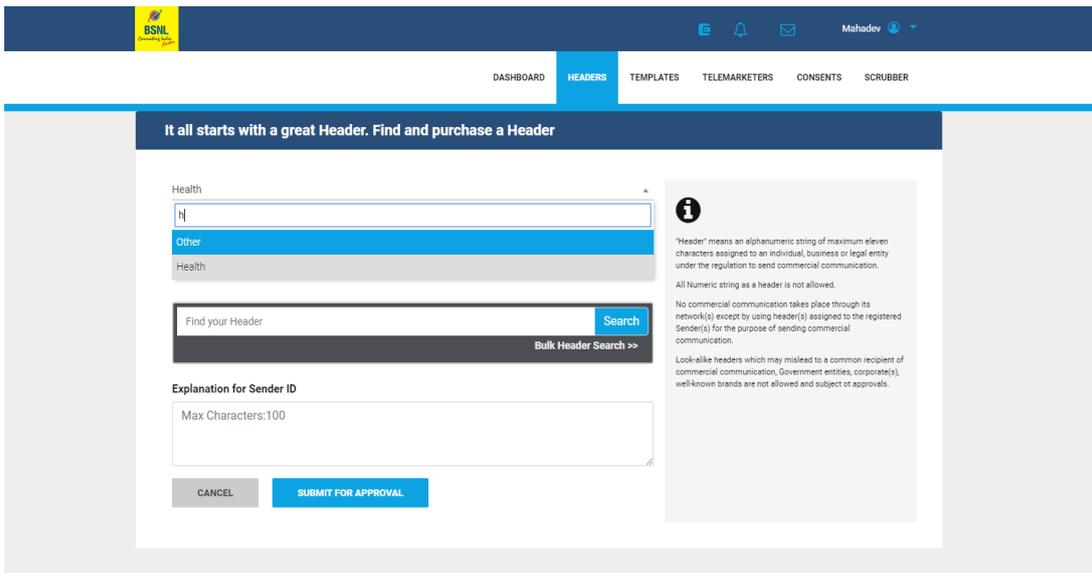
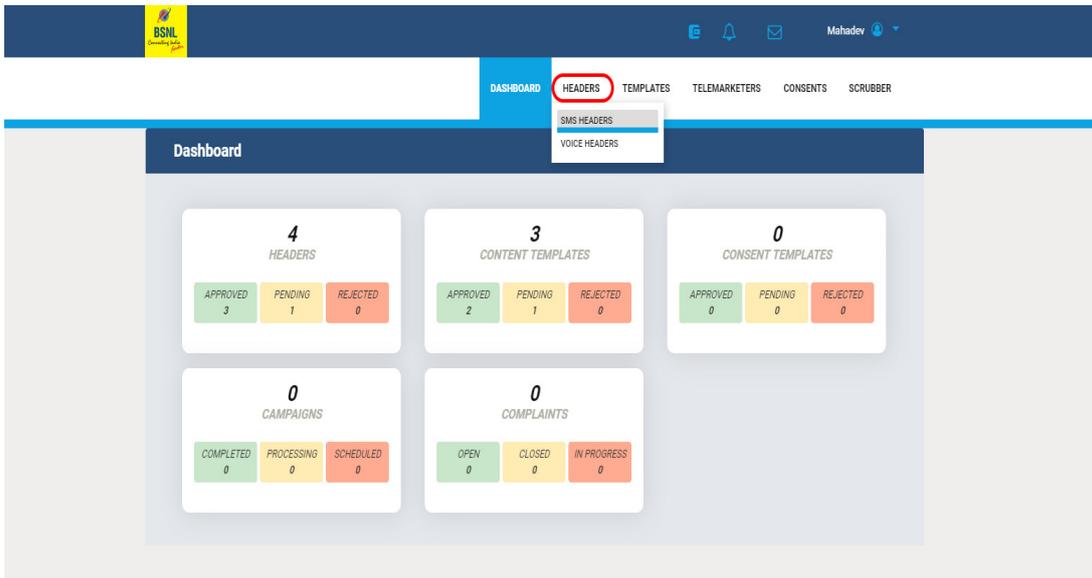


# Header Registration

pages (3-6)

# Header Registration

1. Select a category from the drop-down list.
2. Choose template type – Promotional / Transactional / Service Implicit / Service Explicit.
3. Enter the required Header and search for availability.
4. Brief about the Header.
5. Submit for approval.



BSNL
Mahadev

DASHBOARD
HEADERS
TEMPLATES
TELEMARKETERS
CONSENTS
SCRUBBER

**It all starts with a great Header. Find and purchase a Header**

Health

**Template Type**

Promotional
  Transactional
  Service

987456 Search

[Bulk Header Search >>](#)

**Your Header is available!**

987456 ₹10

**Explanation for Sender ID**

Max Characters:100

CANCEL
SUBMIT FOR APPROVAL

**i**

"Header" means an alphanumeric string of maximum eleven characters assigned to an individual, business or legal entity under the regulation to send commercial communication.

All Numeric string as a header is not allowed.

No commercial communication takes place through its network(s) except by using header(s) assigned to the registered Sender(s) for the purpose of sending commercial communication.

Look-alike headers which may mislead to a common recipient of commercial communication, Government entities, corporate(s), well-known brands are not allowed and subject to approvals.

BSNL
Mahadev

DASHBOARD
HEADERS
TEMPLATES
TELEMARKETERS
CONSENTS
SCRUBBER

**It all starts with a great Header. Find and purchase a Header**

Health

**Template Type**

Promotional
  Transactional
  Service

987456 Search

[Bulk Header Search >>](#)

**Your Header is available!**

987456 ₹10

**Explanation for Sender ID**

We care for your Health, register to get 10% instant discount

CANCEL
SUBMIT FOR APPROVAL

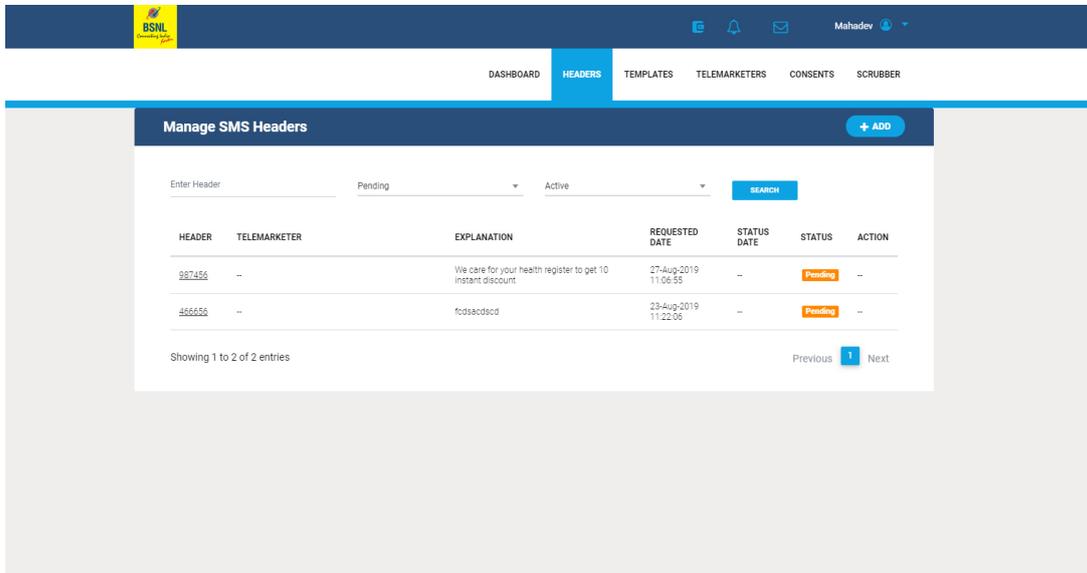
**i**

"Header" means an alphanumeric string of maximum eleven characters assigned to an individual, business or legal entity under the regulation to send commercial communication.

All Numeric string as a header is not allowed.

No commercial communication takes place through its network(s) except by using header(s) assigned to the registered Sender(s) for the purpose of sending commercial communication.

Look-alike headers which may mislead to a common recipient of commercial communication, Government entities, corporate(s), well-known brands are not allowed and subject to approvals.

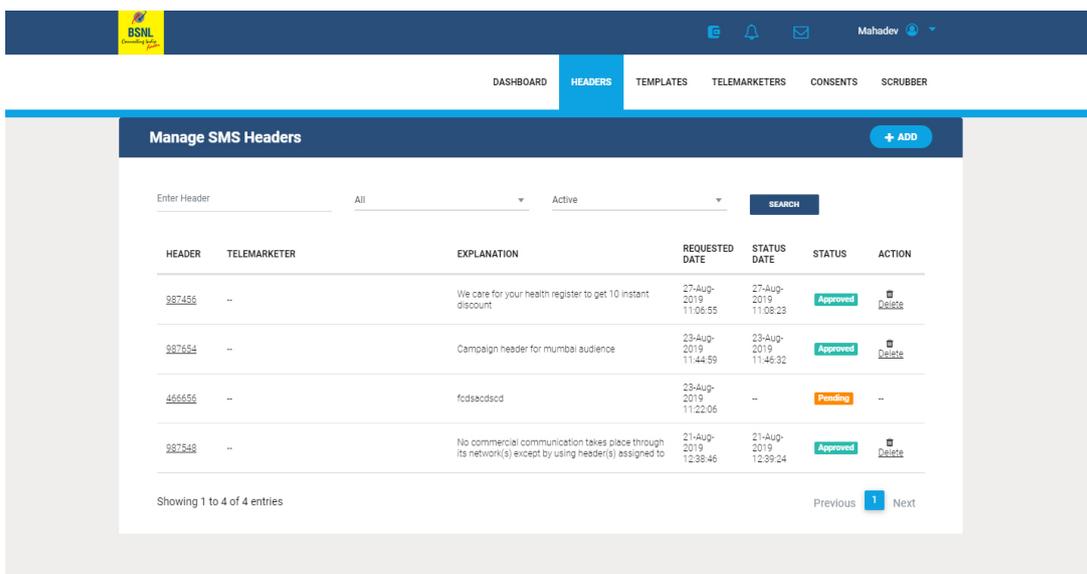


The screenshot shows the 'Manage SMS Headers' page with a search bar and a table of headers. The status filter is set to 'Pending'. There are two entries in the table.

HEADER	TELEMARKETER	EXPLANATION	REQUESTED DATE	STATUS DATE	STATUS	ACTION
987456	--	We care for your health register to get 10 instant discount	27-Aug-2019 11:06:55	--	Pending	--
466656	--	fcdsacdsd	23-Aug-2019 11:22:06	--	Pending	--

Showing 1 to 2 of 2 entries

The status would change to 'Approved' once it is approved by the Registrar.



The screenshot shows the 'Manage SMS Headers' page with a search bar and a table of headers. The status filter is set to 'All'. There are four entries in the table.

HEADER	TELEMARKETER	EXPLANATION	REQUESTED DATE	STATUS DATE	STATUS	ACTION
987456	--	We care for your health register to get 10 instant discount	27-Aug-2019 11:06:55	27-Aug-2019 11:08:23	Approved	Delete
987654	--	Campaign header for mumbai audience	23-Aug-2019 11:44:59	23-Aug-2019 11:46:32	Approved	Delete
466656	--	fcdsacdsd	23-Aug-2019 11:22:06	--	Pending	--
987548	--	No commercial communication takes place through its network(s) except by using header(s) assigned to	21-Aug-2019 12:38:46	21-Aug-2019 12:39:24	Approved	Delete

Showing 1 to 4 of 4 entries

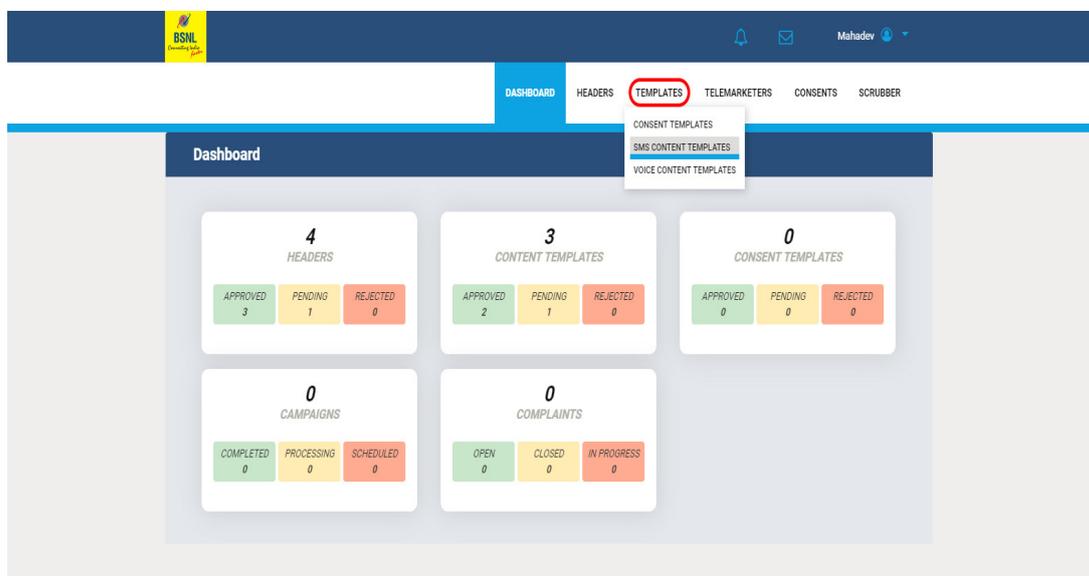


# Content Template Registration

pages (7-10)

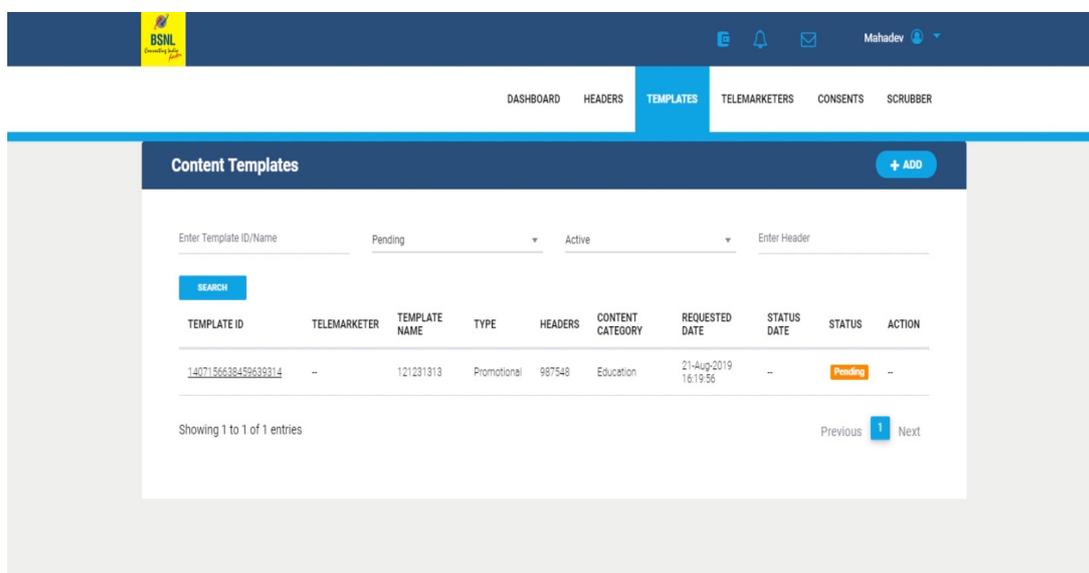
# Content Template Registration

1. Choose template type – Promotional/ Transactional/ Service Implicit/ Service Explicit.
2. Select a category from the drop-down list.
3. Search for the header you already created and select it.
4. Enter template name desired.
5. Select template message type.
6. Enter the message content and insert variable placeholders by clicking variable insert button wherever required.
7. Click on save.



The screenshot shows the BSNL dashboard with the 'TEMPLATES' tab selected. The dashboard includes a navigation bar with tabs for DASHBOARD, HEADERS, TEMPLATES, TELEMARETERS, CONSENTS, and SCRUBBER. A dropdown menu for TEMPLATES is open, showing options for CONSENT TEMPLATES, SMS CONTENT TEMPLATES, and VOICE CONTENT TEMPLATES. The main content area displays five summary cards:

- 4 HEADERS**: APPROVED 3, PENDING 1, REJECTED 0
- 3 CONTENT TEMPLATES**: APPROVED 2, PENDING 1, REJECTED 0
- 0 CONSENT TEMPLATES**: APPROVED 0, PENDING 0, REJECTED 0
- 0 CAMPAIGNS**: COMPLETED 0, PROCESSING 0, SCHEDULED 0
- 0 COMPLAINTS**: OPEN 0, CLOSED 0, IN PROGRESS 0



The screenshot shows the 'Content Templates' registration page. It features a search bar with filters for 'Pending' and 'Active', and a search button. Below the search bar is a table with the following data:

TEMPLATE ID	TELEMARKETER	TEMPLATE NAME	TYPE	HEADERS	CONTENT CATEGORY	REQUESTED DATE	STATUS DATE	STATUS	ACTION
1407156638459639314	-	121231313	Promotional	987548	Education	21-Aug-2019 16:19:56	-	Pending	-

Showing 1 to 1 of 1 entries. Previous 1 Next

BSNL Mahadev

DASHBOARD HEADERS **TEMPLATES** TELEMARKETERS CONSENTS SCRUBBER

### Add Content Template

**Template Type**  
 Promotional  Transactional  Service

Education

987548

**Template Name**  
 [Empty field]

**Template Message Type**  
 Text

**Template Message** Insert Variable  
 [Empty field]

You have used 13 characters. This is only a guide, as variable fields may vary in length.

CANCEL SAVE

**CONTENT TEMPLATE PREVIEW**

<promotional>

BSNL Mahadev

DASHBOARD HEADERS **TEMPLATES** TELEMARKETERS CONSENTS SCRUBBER

### Add Content Template

**Template Type**  
 Promotional  Transactional  Service

Education

987548

**Template Name**  
 Mahadev-Edu745

**Template Message Type**  
 Text

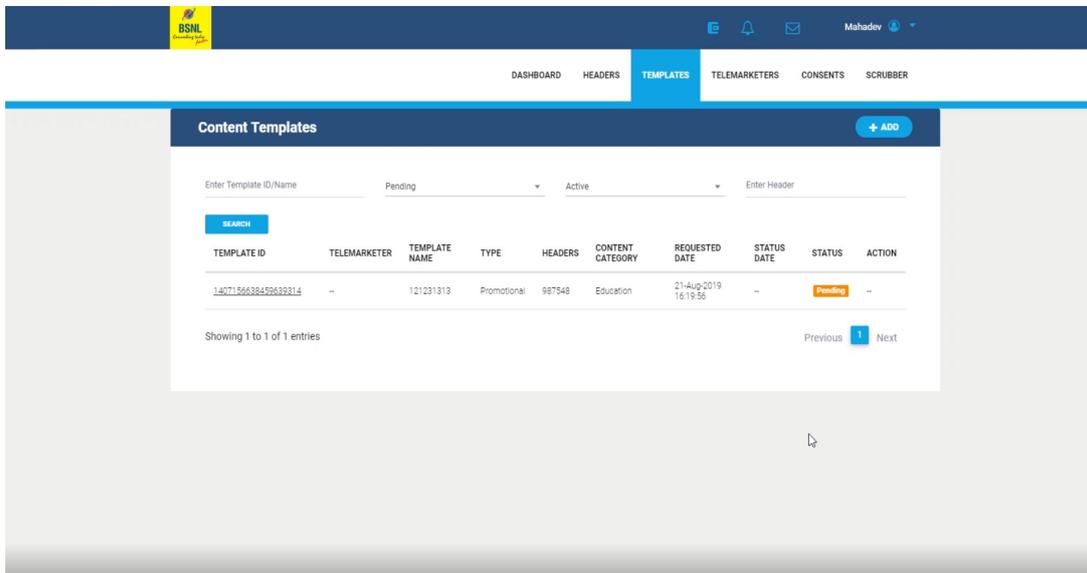
**Template Message** Insert Variable  
 Hi, win a chance to fly to {#var#} by using the code {#var#}. Limited offer and t&c apply.

You have used 89 characters. This is only a guide, as variable fields may vary in length.

CANCEL SAVE

**CONTENT TEMPLATE PREVIEW**

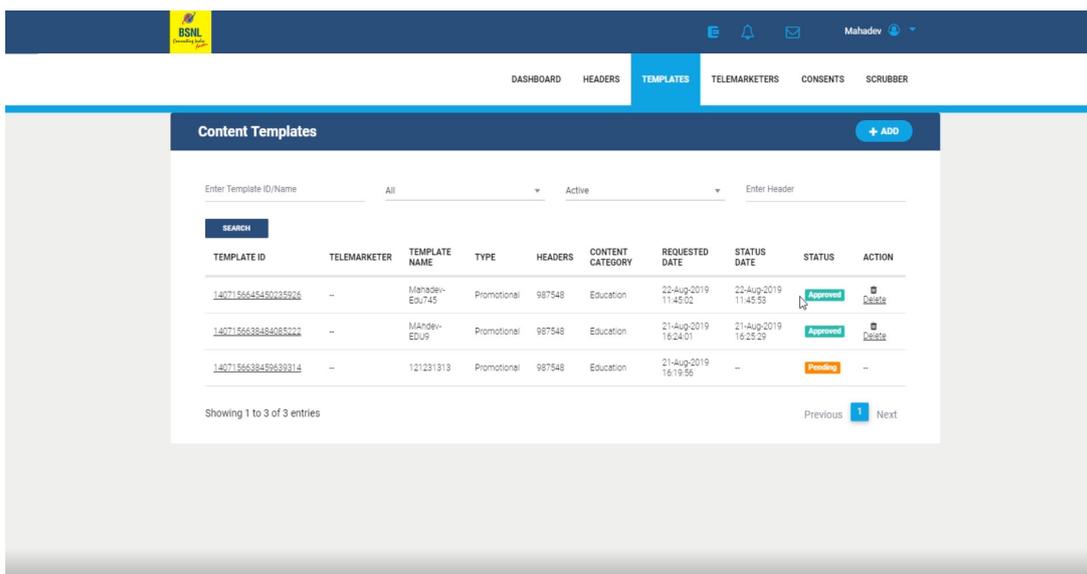
<promotional>  
 Hi, Win a chance to fly to {#var#} by using the code {#var#}. Limited offer and t&c apply.



The screenshot shows the 'Content Templates' section of the BSNL portal. The status filter is set to 'Pending'. A single entry is listed in the table:

TEMPLATE ID	TELEMARKETER	TEMPLATE NAME	TYPE	HEADERS	CONTENT CATEGORY	REQUESTED DATE	STATUS DATE	STATUS	ACTION
1407156638459639314	--	121231313	Promotional	987548	Education	21-Aug-2019 16:19:56	--	Pending	--

The status would change to 'Approved' once it is approved by the Registrar.



The screenshot shows the 'Content Templates' section with the status filter set to 'All'. Three entries are listed in the table:

TEMPLATE ID	TELEMARKETER	TEMPLATE NAME	TYPE	HEADERS	CONTENT CATEGORY	REQUESTED DATE	STATUS DATE	STATUS	ACTION
1407156645450235926	--	Mahadev-Edu745	Promotional	987548	Education	22-Aug-2019 11:45:02	22-Aug-2019 11:45:58	Approved	Delete
1407156638459639322	--	MAHDEV-EDU9	Promotional	987548	Education	21-Aug-2019 16:24:01	21-Aug-2019 16:25:29	Approved	Delete
1407156638459639314	--	121231313	Promotional	987548	Education	21-Aug-2019 16:19:56	--	Pending	--