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

अनुपम श्रीवास्तव  
अध्यक्ष एवं प्रबन्ध निदेशक  
**ANUPAM SHRIVASTAVA**  
Chairman & Managing Director

CMD/BSNL/2016( 1761-4)

March 17<sup>TH</sup>, 2016

Dear

There is no denying the fact that BSNL has been getting the required impetus from Hon'ble MOC&IT, Government of India himself and Secretary (T) also for most of our ingenious, industry-first initiatives to woo more and more customers opting for BSNL services.

Today, while inaugurating number of new services launched by BSNL, Hon'ble MOC&IT and Secretary (T) clearly gave instructions and told about their expectation from BSNL in the coming times. While appreciating the efforts of BSNL in amassing its mobile and landline customer base lately, Hon'ble MOC expressed his increased expectation from BSNL further in this direction. To match his expectations, we need to further increase the pace of adding more mobile customer by another 25-30% on annual basis from next financial year with concurrent effect on revenue.

Hon'ble MOC & IT was, however, very sceptical about the required publicity of popular schemes already offered to both our BSNL landline and mobile customers and gave examples of even some Members of Parliament not being aware of schemes like Night Time Free Calling from BSNL landline etc. I have been emphasizing this fact too, since long, to make all out efforts to popularize these scheme throughout your circle to derive optimum benefits. This needs to be taken on mission mode from now onwards in all the circles including yours. Similarly, benefits of BSNL NGN technology must be told to existing and potential customers to increase BSNL landline customer base.

As I had already communicated to you about the importance of regular drive tests in all SSAs periodically, Hon'ble Minister also once again emphasized all BSNL field units adopting this practice, without fail. He emphatically desired that CGMs and GMs of field units must meet customers and with better and better customer service increase BSNL customer base. New innovative frontiers of collaborating with local agencies to not only re-build customer's confidence in BSNL should be explored which will help us improve our revenue and brand image as well.

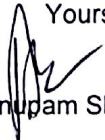
Hon'ble MOC&IT also once again reiterated the fact that mind-set, working and dealing with customer methodology has to change in BSNL immediately and pressed for punitive action against non-performing erring officers / officials.

In a technologically based industry like telecom all above things are pre-requisite and BSNL cannot move away from them. Therefore, I once again expect and request you to percolate this key message of Hon'ble MOC&IT to each and every officer / employee of BSNL to do their best to achieve new heights.

***"Progress is impossible without change, those who cannot change their mind cannot change anything."***

Let us change further in the way we work, perceive our responsibilities, deal with our customer, and perform our jobs to achieve radical changes in overall functioning of BSNL.

With best wishes,

Yours sincerely,  
  
(Anupam Shrivastava)

To  
All CGMs of Field Units  
Copy to : -All Functional Directors  
-BSNL Intranet

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