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

पी.के. पुरवार

अध्यक्ष एवं प्रबन्ध निदेशक

P.K. PURWAR

Chairman & Managing Director

No. CMD BSNL/2020/Misc. (Message)

Dated the 1st October, 2020

Dear all

I take this opportunity to congratulate you all on BSNL day. As we complete 20 years of Corporatization, I feel proud and honored to lead a company that has successfully steered through testing times of business and has continuously created value for all its customers. Our journey has been a long one, and this incredible journey of ours is a testimony to the vision, Entrepreneurship spirit and commitment of our leaders, Managers and entire workforce. And I will not forget to mention that this would have not been possible without the active positive support of Government of India.

I would also like to share with you that two main components of revival package by Gol have been completed. We have successfully completed VRS and also we have been very successful in raising bonds worth Rs. 8500 cr. from market. Both of these two activities will ensure viability of the Company and ensure our competitiveness in Telecom Market.

As we know that BSNL is a customer centric company and customers are our lifeline, the BSNL Management has decided to celebrate October month as **Customer Delight Month**. I would like to urge upon you to give best service experience to our esteemed customers. Some of the activities that can be planned are:

1. Upward revision of all existing FTTH plans in terms of speed and free data download limit with an objective to retain our existing customers and adding new customers.
2. Focus on quality of our landlines / BB through our cluster partners. 90% of faults to be cleared within 24 hours on all days.
3. Provision of 25% extra data on all STVs having validity of more than 30 days.
4. All BTS fiber faults are to be attended within 24 hours.
5. Launch of unified software based dashboard **Prabal +** for operations and maintenance of leased circuits.
6. Interaction with commercially important customers through dedicated Accounts Manager concept.

7. All the Circles may plan e-mails greetings to all the EB customers during the upcoming festivals.
8. Circle should pursue all EB customers whose bandwidth utilization is exceeding 75%, for bandwidth upgradation during October, 2020. The top two Circles of each zone with maximum number of upgradations would be appreciated.

You may also do brain storming amongst your team to find out some innovative ways and plans to offer delight experience to our esteemed customers and revenue enhancement.

I am optimistic about our future and as the economy starts reviving post Covid pandemic, we must stay prepared to proactively seize the opportunities. It is time for us to collaborate, innovate and leverage our strengths to remain competitive in all our business segments. Let's move ahead with utmost zeal and excitement and pledge our commitment to our customers who are our most important stakeholders. It's time to celebrate the 20th Foundation Day with all due precautions in view of Covid. I would again like to congratulate each and every employee of BSNL and recognize the contribution of each of you in building BSNL on this historic day.

With best wishes,

Yours sincerely


(P. K. Purwar)

All CGMs, Territorial Circles/Districts.