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

कुलदीप गोयल

अध्यक्ष एवं प्रबंध निदेशक

Kuldeep Goyal

Chairman & Managing Director

D.O. No. 4344 CMD/BSNL/2009-L

Dated 10th June, 2009

Dear Shri Jogi,

I have read your editorial in the TESAFASH May, 2009 issue and appreciate your concerns about the growth of our wireless business. I am in agreement with you that we have to "launch that crucial and final assault for survival" for which "180 degrees phase shift in our attitudes and work culture" is required.

When the mobile network capacity is available in all zones except West, where also it is likely to be available in couple of days, what is required is a complete focus on sales, marketing and customer care. For monitoring our sales, it is utmost necessary that "Sancharsoft" is fully implemented in all the Circles, including the information about retailers. All sales are required to be executed through Sancharsoft and monitored closely. I would request you to emphasise upon all your members that implementation of Sancharsoft must be completed within the month of June, 2009.

We are also coming out with a 100-days programme which would be starting from 23rd June, 2009 till 30th Sept. 2009 and it will be issued shortly. I am sure that if all our executives can be exhorted to ensure the implementation of 100 days programme in full earnest, we would succeed in this crucial and final assault for survival. I am sure that I can count on your unstinted support to make this programme successful.

With regards,

Yours sincerely,

(Kuldeep Goyal)

To
Shri G.L.Jogi,
General Secretary
SNEA, 7/55 Ramesh Nagar,
New Delhi-110015