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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

January 1st, 2020

Dear Colleagues,

At the outset, I would like to wish you and your families a Happy and Prosperous New Year. Every year brings with it hope and opportunities to make the world a better place. I hope this year also brings bundles of joy, good luck and happiness in your lives.

India is on a path to become a stronger global force that requires significant effort from the public sector enterprises. In this context, BSNL has a momentous role to play in the nation's growth journey. As organizations evolve, they need to reinvent themselves from time to time to remain relevant in the market. We acknowledge that revival package by government to BSNL is a significant step in this journey of reinvention. It is also an acknowledgement of BSNL's strategic importance by Government. The highlights of the revival package include VRS package, allocation of 4G spectrum through equity infusion, sovereign guarantee for raising money, monetization of assets and merger of BSNL & MTNL for a pan India presence.

As you may be aware, BSNL is operating in a business environment which is very dynamic and rapidly changing. This market situation demands agility in our organization. To compete successfully in this challenging environment, we have undertaken various steps such as quickly rolling out 4 G services, monetization of assets as well as mammoth restructuring and manpower rationalization exercise. This exercise includes merging of many non-territorial circles and evaluating outsourcing options to meet the post VRS challenges. These steps will enable BSNL to transform itself into a lean and thin organization. It will be equipped with the ability to make quick decisions with 'revenue' and 'market share' as the core focus. Going forward, BSNL also hopes to invest all its energy to meet 'customer expectations' with sharp focus on providing exceptional service quality and marketing of its products. I am positive that this revival plan will put BSNL on a sustainable path of exemplary business growth.

As for outgoing employees, I must thank every one of you for your understanding and support in implementing BSNL's revival plan, years of dedicated service and your unwavering devotion to duty throughout your journey in BSNL. It is my humble request as head of BSNL family that you continue to provide us with all the support and guidance in our journey going forward. We look forward to having you as our brand ambassadors for promoting our products and services to our customers and also your association with BSNL. We also look forward to your suggestions on what BSNL can do to leverage your knowledge and experience in a fruitful way.

For existing employees, it is an opportunity to make BSNL what we always cherished it, a truly professional, customer oriented organization focused on service quality with dedication and compassion. To achieve this each one of us has to take the ownership of BSNL and transform it as a leading technology company by our efforts and commitment. Top management is taking every possible measure to ensure that transition journey after VRS remains smooth and seamless. We will endeavor to regularly communicate with you to ensure that vision of top management percolates to all levels of the organization.

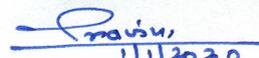
I am also thankful to all Unions and Associations for playing a very positive role at various stages of revival plan and look forward for their continued support in this transformational journey of BSNL to bring back its past glory.

To sum up, our organizational goals during the transition period and beyond would be to increase revenue and to provide uninterrupted and seamless service quality. I am confident that your hard work and unwavering focus to meet customer expectations and quality of service will help us to achieve the goals of increasing the revenue and market share of BSNL to make it a prestigious organization in the coming years.

Once again, I would like to greet you at the onset of the year 2020 and wish you, your family and friends the very best. The organization will always rely on your hard work, dedication, skill as well as your commitment and faith in BSNL to make it a stronger and profitable organization. Again, thank you everyone, for all that you have done and all that you would do for BSNL in the New Year and years to come.

My Best Wishes and Happy New Year.

Yours sincerely,


1/1/2020
(P.K. Purwar)