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

No. BSNL/Admn.Misc Matters/2024-25

Dtd. 30th September, 2024

To

The All CGMs,
BSNL.

Subject: Guidelines for Promoting BSNL's Brand Image.

The management has observed that during visits to field units and review meetings, there has been a practice of displaying banners featuring photos of CMD, Board of Directors, CGMs, and other senior officers from BSNL funds. Additionally, it has been noted that senior officers are being presented with bouquets, shawls, and gifts, from BSNL funds. Furthermore, in presentations prepared for review meetings, images of CMD, Board of Directors, and CGMs are also being included.

2. While it is important to recognize the leadership's contributions, it is crucial that the primary focus of efforts and resources remains on promoting and strengthening BSNL's brand identity, rather than highlighting individual achievements. The core of all promotional activities should center around BSNL's overall identity, its accomplishments, and the values it represents, ensuring the organization as a whole is emphasized over individual personas.

3. In light of the above, the following guidelines are to be strictly adhered to with immediate effect:

3.1 Photos of CMD, Board of Directors, CGMs, and other Senior Officers should not be displayed in banners or promotional materials during field unit visits or other official events.

3.2 The practice of honouring senior officers with bouquets, shawls, and gifts using BSNL's funds is to be discontinued.


3.3 Photos of CMD, Board of Directors, CGMs, and other Senior Officers should not be included in presentation slides unless they are directly relevant to the content being presented.

3.4 All employees are encouraged to focus on promoting BSNL's brand image through their work, communications, and interactions.

3.5 Efforts should be directed towards showcasing BSNL's commitment to excellence, innovation, and customer satisfaction, thereby strengthening the organization's identity.

All officers and employees of BSNL are urged to collaborate in enhancing the organization's reputation and image, prioritizing the collective identity of BSNL over individual recognition.

This has the approval of the competent authority.


30/9/24
(Sanjeev Tyagi)
PGM(Admin)

Copy to:

- (1) PS to CMD, BSNL for kind information.
- (2) PSs to All Directors of BSNL Board/CVO, BSNL for kind information.
- (3) All Unit Heads of BSNL Corporate Office, New Delhi for information.