



No. BSNLCO-SMCM/23(11)/24/2020-SM-CM

Dated: 21-10-2024

To

All Esteemed BSNL Partners,

Subject: Expression of Gratitude and Request for Support in the Digital Growth of the Country – Guidelines for BSNL Partners regarding Diwali Festivities

Dear Valued Partner,

As Diwali, the festival of lights, approaches, BSNL would like to extend its heartfelt appreciation for the unwavering partnership and support that you have provided over the years. Your contributions have been pivotal in helping BSNL continue its mission to connect the nation and foster growth in the digital ecosystem.

In keeping with the spirit of Diwali, a festival that symbolizes prosperity and new beginnings, BSNL would like to propose a meaningful shift in how we celebrate this occasion together. Traditionally, partners have expressed their festive greetings through gifts. While BSNL sincerely appreciates these gestures, we believe that this Diwali presents an opportunity to collectively contribute towards the digital growth of the country.

Instead of the customary gifts, we humbly invite you to join hands with us in exploring innovative ways to make this festive season special for BSNL and its customers. We encourage you to channel your creativity into contributions that directly enhance BSNL's services, improve customer experiences, or drive forward-thinking campaigns.

Some ideas could include:

1. **Service Enhancements:** Consider launching a dedicated initiative or offer for BSNL customers during the festive season. For example, "Powered by [Your Company] – Special Services for BSNL Customers" could include exclusive deals, service boosts, or a joint promotion designed to elevate customer satisfaction.
2. **Campaign Collaboration:** Partner with BSNL in creating festive-themed campaigns that celebrate Diwali while highlighting the digital transformation journey. This could be through joint advertisements, customer engagement activities, or social media campaigns that showcase our collective impact.
3. **Outreach Programs:** Design community outreach programs or digital literacy drives or support to the marginalized, in rural or underserved



Areas, powered by your organization and BSNL, to bring digital services to those in need.

4. **Brand Collaboration:** Consider a collaborative festive branding opportunity, such as "Diwali with BSNL – Powered by [Your Company]", highlighting your support for BSNL's mission of digital empowerment.
5. **Digital Innovations:** If your company specializes in technology or service solutions, this could be the perfect opportunity to offer trial services, exclusive tools, or innovative features to enhance BSNL's digital infrastructure or customer services.

We firmly believe that such contributions will not only support BSNL's growth but also showcase the strength of our partnership in driving forward India's digital future. These collaborative efforts will serve as a testament to the innovative spirit that defines our shared vision of making India a global leader in telecommunications.

BSNL remains grateful for your ongoing support and respects the traditional values associated with Diwali. However, we hope that this initiative can further strengthen our bonds and align our efforts towards the collective goal of a digitally empowered India.

Once again, we extend our sincere thanks and look forward to hearing your thoughts and ideas on how we can celebrate this festive season in ways that benefit our country and the customers we proudly serve.

With best wishes for a prosperous and joyful Diwali.

Warm regards,


(Umesh Khichi)

General Manager (S & M-CM)

Copy to:

1. All Heads of Circle, BSNL.
2. GM CFA/PGM EB/PGM MM, New Delhi for information and circulation please.