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

ए.रॉबर्ट जे. रवि, आईटीएस

अध्यक्ष एवं प्रबन्ध निदेशक

A. ROBERT J. RAVI, ITS

Chairman & Managing Director

BSNL: A Legacy of Connection, A Future of Innovation

Dear Members of the BSNL Family,

Today, as we celebrate commencement of the 25th BSNL's Foundation Day, we reflect on both our rich legacy and the promising future that lies ahead. BSNL has always been more than just a telecom provider—it is a symbol of national service, "**Bringing India together**", connecting even the remotest corners, and empowering millions of Indians with opportunities.



Our vision remains clear—to be **India's most trusted, affordable, secured and preferred telecom provider**, delivering innovative solutions that empower every citizen. We see telecommunications not just as a service but as a **lifeline**, creating access to knowledge, development, and growth. Our mission is to ensure that **reliable, affordable, and high-quality communication services** reach all segments of society, fostering a *digitally empowered India*.

We welcome our millions of new customers who have joined us in the last few months. We assure them of the best quality of service and request my team to work tirelessly to serve them.

Driving Nation-Building – Connecting Every Village

Our **4G Saturation Project** is a reflection of our **nation-building commitment**. We are rapidly advancing to ensure that no community is left behind in India's digital revolution. With more than 30,000 4G sites already commissioned and plans to expand to 1 lakh towers, we are ensuring that *every Indian* has an opportunity to thrive in a connected world, from the largest city to the smallest village. This is not just about technology; it's about *empowerment*.

As the Upanishads guide us, "*Tat Tvam Asi*"—"Thou art that." Just as the essence of the universe resides within us, **BSNL's spirit is embodied in every Indian we connect**, fulfilling their potential in this digital age.

Seamless WiFi Connectivity – BSNL

Some of our **Projects are** a bold step towards ensuring that *connectivity has no boundaries*. Whether at home, traveling, or working, our *Wi-Fi roaming service* will ensure that *BSNL customers remain connected*, regardless of location. Soon, this service will be available nationwide, offering *universal access to high-speed internet*.

It's more than convenience—it's about enabling *seamless experiences* for our customers, aligning with our mission to *make connectivity as essential as the air we breathe*.

As the scriptures reminds us: "*Sangachchhadhwam samvadadhvam sam vo manamsi janatam*"—"Let us move together, speak together, and let our minds be in harmony." With *unified efforts*, we are bringing connectivity that *binds* us together, ensuring that every Indian benefits from digital advancements.

Expanding Horizons – BSNL IFTV

In our continued innovation, BSNL is testing an innovative Fiber TV services which will soon be launched across the country. We are currently testing them at Madhya Pradesh / TamilNadu, providing *live television via the BSNL intranet* with over 500+ channels at competitive prices. This strategic move positions us as not just a telecom provider, but a *leader in digital entertainment*. With our expanding Fiber-to-the-Home (FTTH) services, we are ensuring that BSNL customers can enjoy *more for less*—staying connected and entertained.

Strengthening BSNL's Core – Our People and Innovation

None of this would be possible without the 60,000 dedicated employees whose unwavering efforts make BSNL what it is today. Our people are the *driving force* behind everything we do, and our leadership in 5G NaaS (Network as a Service) and Public Protection and Disaster Relief (PPDR) shows that *BSNL continues to innovate*. Our mission-critical services are a testament to our *nationwide role* in both *security and progress*. We are currently testing a number of customer centric new initiatives in spam networks; Metaverse environment; secured SIM communications; innovative ways of improving Quality of service through micro-robots etc.

As we continue to *embrace innovation***, we are reminded of the timeless wisdom: "*Uttishthata Jagrata Prapya Varannibodhata*"—"Arise, awake, and stop not until the goal is reached." This ancient call resonates with **BSNL's journey**, pushing us to never settle, to always **strive for excellence**, and to **overcome challenges** with determination.

As it is emphasized that "*You have a right to perform your duty, but not to the fruits of your actions*." This message of **selfless action** inspires us to continue our service to the nation, acting for the **greater good**, knowing that **our collective efforts will shape India's future**; this will automatically help in solving our own HR related problems.

Looking Forward – Fostering Digital Transformation

Looking ahead, we are *dedicated to advancing our services* with a sharp focus on *digital transformation* by:

- Achieving a *nationwide 4G rollout* by March 2025 and ensuring a *seamless transition to 5G* within six to eight months after that.
- Fostering *sustainability* and *enhancing* our market share to 25%.
- Ensuring *seamless connectivity* across every corner of India with *100% network uptime* and indigenous technologies.
- Encouraging *human resource development* and *augmenting talent* through partnerships and programs that enhance skills in new and emerging technologies.

By keeping these objectives at the core of our strategy, our goal is to *empower communities, foster economic growth*, and support the vision of a *Samaveshit (Inclusive), Surakshit (Safe), Tvarit (Swift), and Viksit (Developed) Bharat*.

Putting Customers First – Convenience at Their Doorstep

Our commitment to customer convenience is reflected in the *home SIM delivery* service, which, after successful trials, will soon be available across India. This service ensures that BSNL remains accessible and user-friendly, always prioritizing the needs of our customers. Opening up WhatsApp based customer complaint redressal; chat bots; etc for speedy disposal of complaints.

Building the Future Together

As we move forward, *BSNL will remain the backbone of India's digital journey*. We are dedicated to driving the *5G revolution*, expanding *FTTH services*, and *bridging the digital divide*. Our efforts will continue to *empower every Indian*, ensuring they are part of the **Digital India revolution**.

Our journey is inspired by the *Indian philosophy* of continuous growth and unity. "*Krinvanto Vishwam Aryam*"—"Make the world noble." Through our collective efforts, we are building a BSNL that contributes to making *India a global leader* in technology and connectivity.

Today, as we celebrate 24 years of BSNL, let us look ahead with optimism and purpose. **BSNL's journey is India's journey**, and together, we will lead, innovate, and serve this great nation. Let us commit ourselves to building a **digitally connected India**, one where **every Indian can grow, achieve, and thrive**.

Jai Hind!



A. Robert J. Ravi