



No. BSNLCO-COMN/11(15)/6/2024-RSTG

Dated 14.07.2025

To

All CGMs, Territorial and Non-Territorial Circles
Unit Heads, BSNL Corporate Office

Sub: Mission 'Revenue First' Asset Ambassadors – partial modification, thereof.

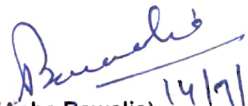
Respected Sir/Madam,

As part of the revival journey and to strengthen BSNL, a number of HR/digital transformation initiatives have been undertaken in recent years. Implementation of the same has been carried out taking into consideration, inputs from all stakeholders.

2. A recent initiative was BSNL Samvad App, which was implemented in consultation with the recognized and support association of BSNL, thereby pioneering employee ownership and participation. As on date, the BSNL Samvad App is being used by many executives to diarize their work and to give their feedback. **Atyuttam** blog portal which is visible to all executives of BSNL is being used by field units to publish write-ups and pictures of outstanding acts.
3. The need was felt for BSNL's revenue assets to be monitored proactively by members of the BSNL family itself and therefore, guidelines for asset ambassadors were notified vide letter of even number dated 26 June 2025 (enclosed). Based on constructive feedback by various stakeholders, I am directed to convey that in partial modification of the said letter, clause 2.0 (b) may be read as,

"Volunteering employees shall proactively monitor the assets assigned to them for revenue growth/decline through a dashboard that is being created for asset monitoring. In the event the revenue declines, the employee may ascertain the reasons and also take customer feedback."
4. The said volunteers may forward their willingness to their Circle/BA/OA heads through proper channel and they shall be assigned revenue-earning assets such as OLTs and BTSs as Asset Ambassadors.
5. Display of this exemplary ownership shall make the employees eligible for awards and honorariums.
6. Rest of the clauses/provisions of the letter shall remain the same.

This is issued with the approval of the competent authority.


(Asha Bawalia) 14/7/25
DGM (Restg)

Copy for kind information to:

1. PPS to CMD BSNL
2. PS to All Functional Directors.