



**No.: ALTTC-ALT/41(11)/1/2024-SKILL DEVELOPMENT Dated: 04<sup>th</sup> April, 2024**

**To,**  
**All Head of the Circles,**  
**All Head of Other Administrative Units,**  
**BSNL**

**Subject: Promotion of "Motivational Training under Customer / Citizen Centricity Program" for the employees of other organizations on commercial basis.**

As you are aware, BSNL has been at the forefront of implementing Motivational Training under the Customer/Citizen Centricity program of "Mission Karmayogi," in alignment with the vision of the Government of India and the Capacity Building Commission (CBC). Mission Karmayogi aims to prepare a future-ready workforce by fostering creativity, constructiveness, imagination, proactivity, professionalism, progressiveness, energy, enablement, transparency, and technological adeptness.

- It is with great pleasure that I note BSNL's successful completion of motivational training for more than 50,000 employees through 275 trained Master trainers under Mission Karmayogi. The dedication and contribution of our Master Trainers and SPOCs under the guidance of Circle's administration Training Centres for achieving this mammoth target is truly admirable.
- In light of these achievements, we propose leveraging BSNL's training expertise in "Motivational Training under Customer/Citizen Centricity Program" and commercialize this program. I request all CGMs to ensure the effective communication of our proposal to all heads of leading Government Departments, Organizations, and Corporates.
- Enclosed with this letter, you will find a Template letter, including a brochure, to be shared with prospective partners on BSNL letterhead. You can customize the template letter as per your area specific requirements.
- In case of any query, Shri J. K. Bachani, SDE (Skill Development), (Mobile No. 9425801027, Email: brbraittkarmayogi@gmail.com) O/o PGM BRBRAITT, Jabalpur shall be Nodal officer and may be contacted.

Your leadership in percolating this program to other departments will help BSNL in both covering resources use and building its brand in a big way.

With Regards,

**Encl.:**

1. Template Letter
2. Brochure.

**[Dr Kalyan Sagar Nippani]**  
**Director(HR), BSNL Board**

[ **Template Letter**(to be sent to Prospective Customers)]

To,

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I hope this letter finds you in best of your health & spirits!

BHARAT SANCHAR NIGAM LIMITED (BSNL) is one of the leading telecom service provider of India and is a 100% Govt. of India owned Public Sector Undertaking.

BSNL is operating nine world class training centres. These training centres are committed to fulfil the training needs of around 58,000 employees of BSNL. BSNL also caters to the training needs of Asia-Pacific Telecommunity (APT), Nepal Telecom, ASEAN, various Government Departments and CPSEs etc, by delivering various cutting edge and state of the art courses on technical as well as soft skills.

**BSNL is one of the first organizations to implement Motivational Training under Customer/Citizen centricity program of "Mission Karmayogi" in line with the Vision of Government of India. BSNL is having a team of more than 200 Master trainers who have trained more than 50,000 employees of BSNL.**

BSNL is also an active contributor with iGOT platform of the Government and has received appreciation certificate of leading content provider. BSNL has also been decorated with top learning and top performing organization awards by Karmayogi Bharat.

After successful implementation of above training programs, BSNL wishes to share its expertise and knowledge with other organizations. Customer's appropriate behaviour needs to be inculcated and enriched within employee conduct. This can be made possible through this responsive training program. Accordingly, BSNL proposes to conduct Motivational training under Customer /Citizen Centricity program for your esteemed organization. This will help your organizations to bring together a motivated and efficient workforce dedicated to work towards customer centric culture.

This training program is carefully crafted with the extensive feedback and suggestions of frontline executives, customers and partners of BSNL. All the important and critical skills like change management, conflict management, empathy, stress management, communication skills etc are being covered with case studies, activities, Interactive sessions as well as Pre/Post assessment of trainees.

This training program has been developed after considering all the important aspects to empower and motivate employees to serve customer better. If need be, BSNL can also customize the training program as per the need of your organization to the extent possible.

Detailed brochure of the training program is enclosed with this letter.

We would be ecstatic to join hands with you to conduct the above training in line with the vision of Government of India to create a world class, motivated and customer centric work force.

I hope that you will take full benefit of this training program. In case of any query, feel free to contact [Shri/Ms..... (Name, Designation & Contact (Mobile & Email) of Circle Coordinator)].

With warm regards.

[CGM/ GM(EB)]

[.....Telecom Circle/TD]

Copy to:-

1. PGM(BRBRAITT), Jabalpur for information please.