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भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

BHARAT SANCHAR NIGAM LTD.

(A Government of India Enterprises)

S C Misra

Chairman & Managing Director

Dated, the 4th March, 2011

Dear Colleagues,

It gives me immense pleasure to join all of you in BSNL again and to contribute in reviving the past glory of our company. Ever since its incorporation, BSNL has demonstrated its leadership in the telecom market but for the last two years our sheen has been fading for various external as well as internal factors.

2. I am fully conscious of the fact that the Company has posted losses during the last financial year and the current assessment of finances is projecting losses during the current financial year also. Let us not get disturbed and disheartened with the present situation as the fundamentals of our Company are quite strong. We just need to reinforce our strength and energy to harvest our strong credentials and put BSNL on the fast track again. We are on the threshold of next financial year and let this be the beginning of a new era in the company. We have to make BSNL a profitable and purposeful organization by instituting a performance driven work culture and accountability in the company.

3. I have held detailed discussions with my colleague Directors, senior officers and representatives of Unions/Service Associations regarding challenges being faced by the Company and after listening to them I am quite confident that we have the needed potential to come out of the present turbulence through which we are passing. The time has come when we need to consolidate our sources, resources and efforts to become a preferred service provider for the customers by providing them the best quality of service. In a competitive market, customer care needs to be given the top priority and serving customer with delight should be our motto. Let a greater enthusiasm prevail in our minds and action to commit ourselves to the cause of the company and resolve to restore our market leadership by making a fresh beginning in our approach towards the work and customers. I am quite optimistic that BSNL will soon regain its past glory as each one of us has the strong urge to see a turn around in the company and will do his/her best to make this happen.

4. From 1st March, 2011 itself we have initiated steps to work out the required mechanisms for improving the performance of the company and these would be finalized to be put in place by 31st March, 2011. I trust that if plans are executed with honest and sincere efforts at all levels, we would be able to achieve positive growth results in the coming financial year itself. I believe in sharing information and points of difference with a view to achieve the desired results. I am open to healthy and fruitful discussions/suggestions which are driven to provide greater satisfaction to the customers and all stakeholders in the company, including the employees.

5. There is a famous saying, when the going gets tough, only tough gets going. I am very confident that all of you are strong enough to take up the challenge. I need your whole-hearted and trusted support in taking BSNL on the path of its past glory and winning confidence of the customers in its services, thus making BSNL the most acclaimed and trusted brand of the customers. I wish you good luck in this mission.

With best wishes,


(S C Misra)

पंजीकृत एवं निगमित कार्यालय : भारत संचार भवन, हरीश चन्द्र माथुर लेन, जनपथ, नई दिल्ली-110 001

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