

Dear Colleagues,

*I wish you and members of your family a very happy and prosperous Deepawali! May the festival of lights brighten your life with a lot of happiness and prosperity!*

*Such joyous occasions help us renew our commitment to the people of the country. BSNL's 120 million-strong customers are a testimony to the fact that we enjoy their trust and confidence. At the same time, that is no reason for us to become complacent. We have to continue to strengthen this faith among people by providing better quality of service and state-of-the-art technology to the people at large.*

*Revenues are the lifeline of any organization. BSNL is no exception to that. We must continue to sustain our focus on generating additional revenue and, simultaneously, reducing cost wherever feasible. As you know, BSNL is passing through a difficult phase, but I am confident that through dedicated efforts and commitment to task we can surmount all odds. All of us should introspect and identify the causes which have slowed down the progress of our great organization. With huge infrastructure spread across length and breadth of the country and massive human resource, BSNL has everything going for it. But this is not reflected in our current market share. There is an urgent need to intensify corrective and effective steps to increase the revenue, utilization of existing assets to generate additional revenue and expand new business quickly. Presently we are the number one in providing wire-line broadband amongst all the operators. We must build on such inherent strengths so as to generate more revenue. Customers prefer our wire-line broadband but we have to provide continued fault free service to enjoy their patronage in future as well. Our customers trust us to deliver reliable services and competitive in tariffs. The customers have to be provided efficient and quality service to ensure that they feel delighted. Indian Telecom Market is currently poised for Data revolution. BSNL is in ideal position to take full advantage of this situation with existing technological & infrastructural capability.*

*I once again wish you and other members of your family a very joyous and prosperous Deepawali!*

*(R.K.Upadhyay)*