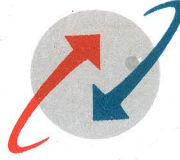


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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LTD.
(A Government of India Enterprises)

अनुपम श्रीवास्तव
अध्यक्ष एवं प्रबन्ध निदेशक
ANUPAM SHRIVASTAVA
Chairman & Managing Director

CMD/BSNL/2017/1088-L
February 25, 2017

Dear Shri / Ms.

Ever since I took over as CMD, BSNL I was of the opinion that for BSNL to achieve turnaround and financial progression to eventually attain the status of a profitable PSU, each one of our employees, myself included, have to put in extra efforts much beyond our assigned works. At every platform, wherever I met with representatives of BSNL Associations / Unions / staff, I tried to instill this **Mantra** in their minds. I particularly highlight importance of financial performance of BSNL during current financial year since this is going to play deciding role in granting BSNL employees maximum benefit out of 3rd PRC due beginning 2017. You would appreciate that **SWAS** was actually conceived by BSNL Association / Staff Unions understanding this quintessential prerequisite for BSNL turnaround. I always appreciate them for this gesture of theirs in the interest of our organization and even declared **SWAS** as most important step till date by BSNL.

Recently, Forum of BSNL Associations / Unions has come up jointly in strengthening hands of BSNL management in achieving better financial results by calling their members to work for an hour more each of the remaining working days of current financial year. This move if understood, delivered and channelized tactically can play important role in improving our financial / physical position not only in the remaining period of this financial year but in times to come as well.

I, therefore, request you to immediately explore this opportunity by talking to local members of various Associations / Unions / staff and implement the same at circle level immediately. To take the best advantage of this move, it is critical that all teams of various business verticals are given certain targets to achieve and progress of it be monitored on daily basis at your level with corrective / facilitating measures taken immediately. Target of 10% extra for the month of March, 2017 in our landline, broadband & FTTH category may be set to achieve. Improved achievement in the last month of current financial year will also set the right tone for the next financial year as well. BSNL being in service sector require highest level of motivation among its employees and this initiative from Management / Forum will go a long way in defining the path for achieving our ultimate objective. This can well be the beginning of 2nd most important step, once again coming from our Unions, in our path of financial profitability. I am sure positivity will also be spread at all levels and improved results will be achieved.

I am looking forward to whole-hearted cooperation of all and your feedback in this direction.

With best wishes,

Yours sincerely,

(Anupam Shrivastava)

Shri / Smt
Chief General Manager
Telecom Circle / District