

भारत संचार भवन, हरिश् चन्द्र माथुर लेन,
जनपथ, नई दिल्ली-110001
Bharat Sanchar Bhawan, H.C. Mathur Lane,
Janpath, New Delhi-110001, INDIA
फोन / Phone : +91-11-23734073
फैक्स / Fax : +91-11-23734075
ई-मेल / E-mail : dirplg@bsnl.co.in



भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

No. Dir(CM)/2014
November 17, 2014

अनुपम श्रीवास्तव

निदेशक (कन्ज्यूमर मोबिलिटी)
बी.एस.एन.एल. बोर्ड

ANUPAM SHRIVASTAVA

Director (Consumer Mobility)
B.S.N.L. Board

Dear Shri

Survival of a PSU or any organization depends on one crucial aspect that is to earn more and more revenue from its available resources. In present scenario, BSNL is faced with fierce competition from our competitors for providing our customers with best of the services to increase our customer base and eventual revenue generation from our mobile services is a challenging task.

Ever since I have taken over the reign of Director (CM) at BSNL Corporate Office, I have been persuading with all field units to concentrate more on providing best of mobile technologies to our customers coupled with satisfactory service back-up. Additional revenue earning avenues like sharing of our passive mobile infrastructure with other service providers and stressing more on 3G data usage by our customers which holds the key to succeed. With the roll-out of Phase-VII, sufficient equipment is available with the circles to cater also.

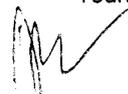
With the completion of first two quarters of this financial year, I am not very satisfied with registered revenue increase, as per MOU signed for this year with DOT, and would like to see all circles strive more to achieve the healthy double digit increase in revenue from our mobile services when compared with that of last FY.

I am sure that you are well aware and can also make each employee working in the circle also aware of the fact that 3rd PRC which falls due from 2017 will only help our employees get any revision if we show profitability right from 2014-15 to 2016-17 continuously. This will only be possible if we all put in our best efforts from top to the bottom so that we register handsome profitability all these years. This fact is crucial and needs to be told to all employees so that we all are geared up to this uphill task ahead. We need to quickly analyze and adopt better means of more revenue generation with a degree of checking our OPEX to reduce expenditure yet carry out such expenses that generate more revenues.

Many PSUs under the Government have been doing exceptionally well, although like us they are also faced with fierce competition from private players, like LIC in the Insurance business and SBI in Banking. Both these PSUs have been registering attractive profit year after year and still have an edge over their PSU siblings as well as private entities. There are many non-profitable PSUs as well like Air India and ITI which despite support from Government from time to time are not able to sustain profitability due to challenges from private players. So, this is the time all BSNL employees recognize the fact that we have both success and failure stories amongst government PSUs and like those profit making PSUs we can and must also register profitability so that our employees in 2017 can expect handsome increase from 3rd PRC. I am confident that with the workforce we have got we can do it lest we give our hundred percent to the growth of our company which has done so much for our families all these years. This is the right time to Pay Back to our company with all our sincere and tireless efforts to steer and boost it towards making it a profit making PSU, once again.

Looking forward to support from all in this inevitable struggle of ours to perform and seize this opportunity and with best wishes to all,

Yours sincerely,


(Anupam Shrivastava)

Shri
Chief General Manager,
Telecom Circle / Telephones

All CGMs (by name)

websites

Copy to : All BSNL Employees through our website & all recognized Unions / Associations

^ ~~BSNL~~ *CEA/BSNL/CA.*