

Message for Colleagues on the occasion of New Year 2014

Dear friends,

I extend my best wishes to you and members of your family for very happy bright and prosperous New Year 2014. May the year 2014 bring joy to all of you!

The new Year presents us with an opportunity to review our performance and rededicate ourselves to the cause of the organization.

BSNL's original vision and focus was on reach and affordability of services to customers. After its formation within a span of 2-3 years, BSNL achieved first position in some circles and was second or third in others. However, around the year 2008-09, due to various factors and despite our best efforts, BSNL's financial position started showing a declining trend and we are still passing through a difficult phase.

Since its formation, BSNL has been providing technology leadership to the telecom Industry. We are a large organization which inherited the legacy of Central Government working. BSNL has faced several challenge in the form of large scale restructuring of organization, reorganizing the financial systems and operating procedures as well as reporting systems along with changing the mindset of employees. To regain its past glory, BSNL has taken several initiatives and planned several others which have the potential to bring about a favorable change in the company's fortunes, e.g. cloud computing services through highly secured type 3 certified Internet Data Center., spreading 3 G services in more than 1300 towns, thereby providing 3G experience to all sections of society, offering FTTH service from more than 136 towns. BSNL holds the main stake holder position in NOFN and steered the POC in 3 districts covering around 60 village panchyats. We are always on the lookout for newer and innovative technology and services to delight our customers.

During the last few years, there has been a perceptible shift in expectations and behavior of customers. At present customers are preferring data instead of voice. Voice will soon become a kind of add-on facility. BSNL has therefore planned expansion of 3G network. Currently we have largest 3G network roll out in the country which is being augmented and expanded on a continuous basis. BSNL has entered in to a bundling arrangement with various smart phone and tablet vendors to cater to ever growing ICT needs of today. PAN India E- stapling of bills, i.e., All India one bill facility on PAN India basis for corporate customers has been implemented.

We have introduced a new mobile application for Android/Windows mobile phone users. It will enable customer to pay post paid bills and do prepaid top up from anywhere. We have commercially launched world class computing services from managed cloud computing services from managed cloud platform at ITC Ahmadabad in coordination with Dimension Data.

Dear colleagues, to return to our earlier position of market leader, we need to build customer's confidence by providing quality and reliable services. I am confident that during the year 2014 all of you will continue to improve the image of BSNL and its services through, hard work sincerity and dedication. I feel extremely privileged to lead a competent team of staff and officers like you. Let me also take this opportunity to extend my greetings to you and members of your family for the upcoming festivals of Makar-Sankranti, Lohri and Republic Day.

(R.K.Upadhyay)