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

सुजाता तपन रे  
निदेशक (एच.आर.)  
**Sujata T. Ray**  
Director (HR)

Dated:09-02-2017

### Message

I am deeply touched by the gesture of our Unions and Associations to call upon entire workforce of BSNL, to work for an extra one hour every day in the remaining period of the current financial year. I am elated and also take pride in the fact that our Unions and Association have willingly and voluntarily accepted this responsibility. I thought it extremely important to reciprocate immediately when all of us are going to set out on the journey of "extra one hour" upto 31<sup>st</sup> March 2017 but trust me by this date "extra one hour" will become your habit. I am sure that the sacrifice of giving the most precious resource i.e. "time" will never go waste and that too for the cause of the organization.

2. In past also our Unions and Associations have taken several initiatives, especially in difficult times of BSNL and come out with the valuable inputs and solutions to very complex issues. Management has always welcome your valuable suggestions and opinion. It has also been an effort by the management that the Unions and Associations are kept informed about the important developments in the Company.

3. I recollect the similar initiative of SWAS taken by Unions and Associations a year back. The objective of SWAS was to assure the esteemed customers of our improved services and to learn their requirements and their perception about our services, products and our employees. Never before have we experienced such a tremendous enthusiasm and team spirit across the country at all the levels. When I look back, I find SWAS has been one of the single most significant factor in the process of revival of our company. I take pride in saying that it has no parallel anywhere else, on this mega scale.

4. This is yet another new activity and yet another new way of doing things for quality improvement and culture creation. I am overwhelmed that proactively our Unions and Associations have come forward with the idea of working for an extra hour every day.

5. It is heartening to note that we are leading an army of volunteers and not the employees of "paid" workforce. I am sure that all Circle Heads who are carrying huge expectations will be greatly relieved by this unique gesture of Unions and Associations. I sincerely appeal to all to work together for the common vision and to respect and complement one another. We should keep in mind that unless we have the spirit of sacrifice and devotion towards larger goals, we cannot succeed. I hope all will walk together that extra mile to provide better service and more satisfaction to our customers.

6. On behalf of the management I wish everybody all the best for this noble endeavour of "extra one hour" and every success.

  
(Sujata T. Ray)