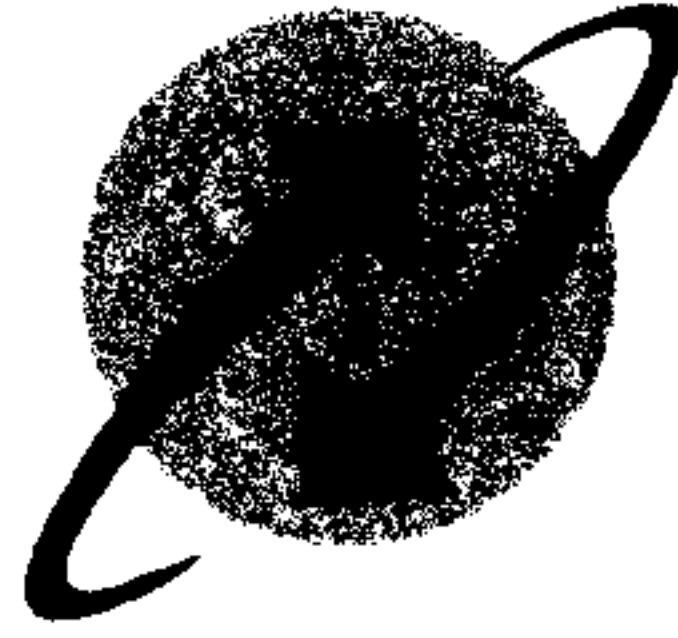


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सुजाता तपन रे

निदेशक (एच.आर.)

**Sujata T. Ray**

Director (H R)

06-04-2018

Message

I must complement NFTE for organizing a seminar on "3<sup>rd</sup> Pay Revision vis a vis Role of workers for increase of revenue of BSNL". I hope this seminar will not only provide practical and timely solutions to us but go a long way in creating awareness among all our employees on various issues related to 3<sup>rd</sup> PRC and enhancing revenue generation.

In the prevailing business environment, it has been the effort of the management to provide the employees with suitable working conditions and emoluments to motivate them to strive for further growth, productivity and profitability. And therefore, as far as 3<sup>rd</sup> PRC is concerned, management has remained committed for the revision of pay to all our employees.

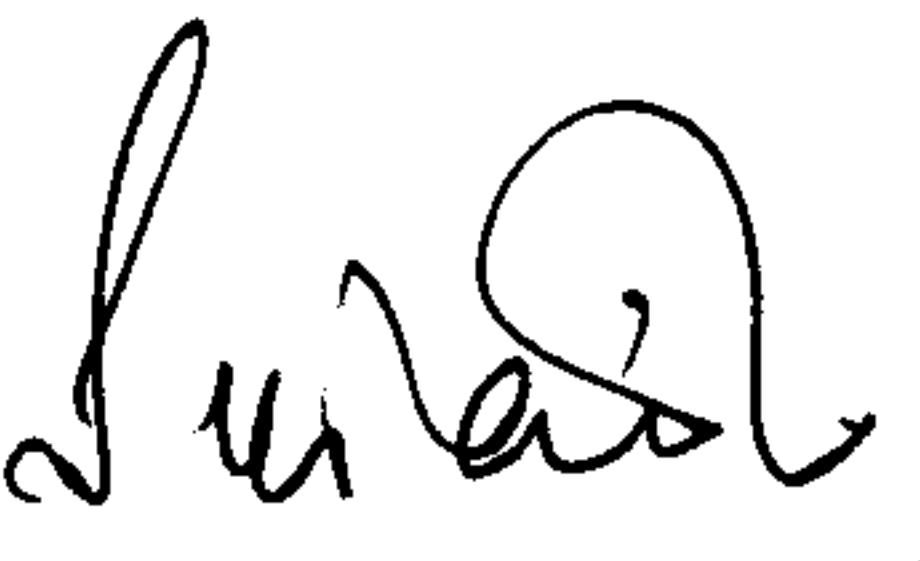
General decline in the revenue in the whole telecom industry is a common knowledge. Launching new and improved tariff plans from time to time and aggressive marketing have been the key strategy of BSNL and so far it has served well even in the most competitive environment. We have added almost 40 lakh new subscribers in March 2018, out of which 12 lakh new subscribers have come through MNP, which is a testimony to the dedication and hard work of our employees. However, we need not be complacent at this stage and further success will depend on how efficiently we convert the requests from our esteemed customers into the connections. Revenue generating ideas could be anything contributing to the topline which may include new sales channels, bundling of products, new marketing strategies like melas etc.

Another equally significant area of focus for innovation can be cost reduction. We have to focus on leveraging technology to effect cost reduction in various processes. Small changes make a big difference. I am sure that the ideas coming from our Union to lower the operational costs or to eliminate certain expenses altogether, will derive better acceptance by the employees.

Finally and the most important thing, we have to continuously work on customers' interfaces and communication with them should be effective so as to make it as easy as possible for them to use our services.

I hope you all will be at your creative best to arrive at the responses to the challenges we are facing in the most trying times.

With my best wishes,

  
(Sujata Ray)