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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)

MESSAGE

In view of growing environmental concern, there is a need for every organisation to adopt formally and proactively practices which are environment friendly. I find an important role of our human resource in fulfilling this objective as an individual and also being part of a socially responsible organisation.

Our people have always been very enthusiastic in taking up various environmental works like tree plantation, rain water harvesting, energy conservation etc. But rarely these activities are documented and shared in social media. Customers now-a-days are aware of eco-friendly practices and they favour those organizations, which adopt green practices. Recently on Ozone day, our CMD has urged all of us "Let us contribute individually & collectively to reduce our carbon footprint".

We should encourage practices which make sustainable use of resources and result in more efficiency, less wastage, improved job related attitude and work/private life, lower costs, and employee performance. In recent past BSNL has adopted practices like online-training, e-APAR, e-VC, e-recruitment, video-conferencing etc. On one occasion, our CMD addressed an All India Conference of an Association through video-conferencing. I see many advantages, we may have by implementing such innovative ideas which integrate sustainability with day to day practices.

These create an intuitive sense that employees' commitment towards society and environment will enhance their job satisfaction and in turn will have a positive impact on the productivity also.

However this requires greater awareness and sense of responsibility among the employees about green practices, proper utilization of resources e.g. water, which is but a limited resource. Therefore while using the resources, we have to maximise the use of three R's - reduce, reuse and recycle in all our office activities which will help cut down on the amount of waste.

Let us find opportunities by joining formally the ongoing movements/programs which may improve our visibility and image in public as socially responsible organisation. All Circle heads are requested to create a conducive environment for making any such programs more inclusive and participatory.

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Sujata T. Ray