

भारत संचार भवन, हरीश चन्द्र माथुर लेन,  
जनपथ, नई दिल्ली-110001, भारत  
दूरभाष कार्यालय : 91-11-23372424  
फैक्स : 91-11-23372444  
ई-मेल : cmdbsnl@bsnl.co.in



भारत संचार निगम लिमिटेड

(भारत सरकार का उद्यम)

**BHARAT SANCHAR NIGAM LIMITED**

(A Govt. of India Enterprise)

Bharat Sanchar Bhawan, H.C. Mathur Lane,  
Janpath, New Delhi-110001, India  
Tel (O) : 91-11-23372424  
Fax : 91-11-23372444  
E-mail : cmdbsnl@bsnl.co.in

No. CMD/BSNL/2015-L 7708

September 10, 2015

**अनुपम श्रीवास्तव**

अध्यक्ष एवं प्रबन्ध निदेशक

**ANUPAM SHRIVASTAVA**

Chairman & Managing Director

Dear Shri

You would appreciate that with the passage of time ways of doing business for us have also evolved monumentally. To keep up the pace and for getting more and more business from Central Government / State Government / PSUs / Hospitals / Universities / Business Houses etc., I expect you to regularly meet key officers including Chief Secretary, Secretaries of various departments / VCs / Bankers/ Business Houses Heads etc. to not only give them update about our services and capabilities but also to know their expectations from us in return. You are like an extension of mine in the circle and I expect you to move not only out of the confined walls of your office but also change the way we do our business of providing telecom services.

You must make it a point to at least meet one head of the department every week to start the process which will surely have positive impact on our enterprise business. Your visit must be followed by your EB teams if required and also regular visits by your operations teams of both mobile and landline. I regularly meet, discuss and ensure numerous heads / representatives of various organizations about our capabilities for possible collaborations. This process should be taken forward in the field units by you and I expect your representing me and our company at various forums to attract more and more business for BSNL. We are a premier telecom service providing company and your actions must reflect professionalism with which we can undertake and execute projects for others. Whenever the undersigned or any of the Directors of BSNL Board visit your circle, you may also plan their meetings with key departments / business houses to garner more business for the company which is the only mantra for our financial turn-around.

Looking forward to getting feedback on your regular meetings with various government departments / PSUs / corporate heads, preferably as new customers into our ambit and to further discuss it in the HOCC scheduled to be held shortly.

With best wishes,

Yours sincerely,

(Anupam Shrivastava)

Shri  
Chief General Manager,  
Telecom Circle / District

Copy to : **Director (Enterprise)** – to please give me regular feedback as to how many CGMs / PGMs / GMs and others following this practice.