



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

Message



Dear Colleagues,

I have joined as Director (HR) of our Company and it shall be my endeavour to ensure our company and its employees attain all possible success. It is my firm belief that Human Resources are the most valuable asset of any organisation and the commitment and sheer perseverance of our work force cannot be doubted.

Whereas telecom sector has witnessed tremendous growth in India since inception of BSNL in October 2000, our company has witnessed contraction in financial terms. Despite being present in all geographies of India, and offering all telecom services, we have witnessed continuous financial losses and steady loss of market share.

Our operating expenses comprise majorly of HR expenses including salaries/wages and other attendant benefits. Whereas retirements reduce current expenses, the void so created in the HR setup needs to be filled and hence this situation has only a limited significance. The real answer lies in enhancement of our top line growth.

As Director (HR) of a man power rich company, it is also my duty to bring forth a caution about current phase of the company. Employee aspirations in terms of salaries and benefits, promotions and growth have never been compromised by management. However, due to challenges to its net worth, BSNL is currently on edge of the cliff before a vicious cycle of downward spiral sets in. If real earnings and cash flows of the company do not witness a significant improvement, challenges to employee interests cannot be ruled out. It will be a self-defeating proposition to expect the company to turn around without each individual employee making a commitment to do the same in terms of output and productivity.

Survival & growth of the company can primarily be ensured only by its workforce. I have full faith in commitment of our employees, and this alone can take us through. We have been given custody of a public funded communication network, which is owned by the people of our country through Government of India. Growth of this enterprise and welfare of our employees are the avowed objectives of our company. These twin objectives are inter-dependent and have to be in harmony for long term survival of any enterprise. There is no substitute for hard work and performance and it is my deep faith that proper focus on the HR requirements of the Company and cognition of the skilling needs of the employees which shall help us to tide over the present doldrums.

While I thank each one of you for the good wishes extended to me, please accept my warm greetings for the ensuing festive season.

(Sujata Ray)  
Director (HR)  
20.7.2015