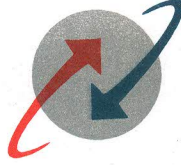


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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LTD.
(A Government of India Enterprises)

अनुपम श्रीवास्तव

अध्यक्ष एवं प्रबन्ध निदेशक

ANUPAM SHRIVASTAVA
Chairman & Managing Director

CMD/BSNL/2016I(6341-L)

October 14, 2016

Dear All

BSNL being a telecom servicing providing company falls in the highly modern, efficient, futuristic and hi-tech business category. On the one hand I appreciate the positive changes in our working, making our service and work '*Smart*' as SWAS also plays its quintessential role, I get disappointed to see many of our officers / employees with bulging waistline dressed casually. You would appreciate that in present day scenario looking and dressing smart is equally important, especially in service industry like ours where we routinely interact with prospects, clients and business partners, we typically need a contemporary dress code.


I believe if the way we dress affects the perception of our business partners or customers, it is important to maintain a standard of dress code that creates a positive impression. Many times when I attend joint-venture meetings or MoU signing ceremonies etc. with multi-national corporates or other PSUs for that matter, I find their teams to be more appropriately dressed than ours. I also believe that customer experience is the next competitive battleground; since all Telcos have similar technologies deployed for providing services.

It is, therefore, desired that our sales executives and our enterprise business managers must dress formally with neck-tie / suit on daily basis, especially, during their formal meetings with business clients, collaborators and foreign delegates. All officers of JAG and above in all business verticals must also follow the suggested dress code. This small change in our dressing behaviour will go a long way in winning the confidence of our enterprise and retail customers.

"How to dress? When the money is going from you, wear anything you like. When the money is coming to you, dress your best." This old proverb says it all.

With good wishes,

Yours sincerely,


(Anupam Shrivastava)

To,

All CGMs of BSNL.

Copy to : All Functional Directors, BSNL Board.