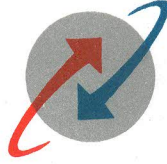


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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LTD.
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अनुपम श्रीवास्तव

अध्यक्ष एवं प्रबन्ध निदेशक

ANUPAM SHRIVASTAVA

Chairman & Managing Director

CMD/BSNL/2017 (7040-4

December 4th, 2017

Dear All,

At the very outset, I would like to convey my sincere appreciation and thanks to you, your teams from Corporate Office, CGMs of your Zone and heads of various units under your jurisdiction, for accepting my call and enthusiasm showed during the HOCC held last weekend at BSNL C.O. Now, BSNL management both at C.O. and at field units are synchronized and we all are committed to give our best in remaining period of this financial year.

Like you, I am equally concerned but confident at the same time, that BSNL with its combined strength will surely overcome the difficulties, entire telecom industry is faced with. I am with you in extending all possible support to your teams to regain the momentum, which was the soul of our brain-storming and soul-searching sessions during HOCC. As conveyed in HOCC, please ensure your CGMs to hold SSA Heads meeting within 10 days. One representative from C.O. should also remain present in those SSA Heads meetings.

I have never been a poet; like most of the technocrats, but while listening to various debates, I penned down few lines, which I also shared during my talk, seems specific for BSNL in present scenario. I am attaching herewith my rhyme *When The Chips Are Down* for you and all our teams and employees in the field units and expect them to remain confident and prepared in these testing times. Let me assure you once again, if we all remain committed, we will get our rightful share sooner than later.

With best wishes,

Yours sincerely,

Encl: a/a


(Anupam Shrivastava)

To

All Functional Directors, BSNL Board and on BSNL Intranet.

When the Chips are down

What you Gonna do, when the chips are down?

Now that chips are down,

Win if you can, give if you must;

Ain't nobody but yourself to trust;

Help yourself, to hell with the rest,

Even to foster parents, who now don't love you best.

What you gonna do when the chips are down?

Now that chips are down,

Aim for the goal, shoot to kill;

If you don't do it, then other one will;

Though time ain't easy, people ain't fair,

But BSNL got to fight for its rightful share.

Anupam Shrivastava
CMD, BSNL
December, 2017