

109, Corporate Marketing Branch  
Bharat Sanchar Bhawan,  
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Tel: 011-23734045  
Fax: 011-23734046



No.CA/Mktg/14-01/2013

Dated 1<sup>st</sup> October, 2013

To

The Chief General Manager,  
All Telecom Circles/Metro Distts.  
Bharat Sanchar Nigam Ltd.

**Sub: Display of Quote by 'Mahatma Gandhi Ji on customers'.**

We are operating in a sector where there is stiff competition. Under these circumstances, it is very important to give importance to our customers and attend to their grievances, if any, with utmost priority. There is no doubt we have been doing this.

To further reinforce our commitment to customers and on the occasion of BSNL Foundation Week and Gandhi Jayanti, CMD has desired that the quote of Mahatma Gandhi Ji on customers' (Annexure is enclosed) be displayed in the chamber of all CGMs, SSA Heads and Customer Service Centres. The display may be in Hindi/English/Regional Language as appropriate. Further, kindly ensure that the display is properly visible to the concerned BSNL officers/officials so that they are constantly reminded of Gandhi Ji's Quote while discharging their duties.

During the BSNL Foundation Week, it is also desired that Circles and SSAs conduct Press Meetings and appraise print & electronic media about the Circle/SSA achievements, new reduced data tariff plans introduced in 3G/2G, plans for upcoming festivals, etc.

A feedback on the activities carried out may be sent by 10.10.2013 on viveksingh30@bsnl.co.in or Fax no. 011-23734046.

Encl: Annexure

  
01/10/2013  
(C. Srinivas)  
GM (CoM)

**Copy to:**

1. Office copy
2. PPS to CMD, BSNL for favour of kind information please
3. ED (CA) for favour of kind information please

## Annexure

“A customer is the most important visitor on our premises.

He is not dependent on us. We are dependent on him.

He is not an interruption in our work. He is the purpose of it.

He is not an outsider in our business. He is part of it.

We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so.”

— Mahatma Gandhi