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

सुजाता तपन रे  
निदेशक (एच.आर.)  
**Sujata T. Ray**  
Director (H R)

10-10-2016.

## A P P E A L

Dear Colleagues, BSNL employees, brothers and sisters

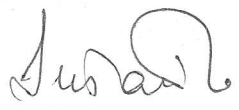
In view of the upcoming festive season and as a goodwill gesture, Management has announced Productivity Linked Bonus to all the employees. This is a small gesture recognising that all of you have volunteered your time and efforts to go that extra mile.

The financial performance of BSNL this year is very crucial from the point of view of implementation of third Pay Revision Committee (PRC). All of us are very optimistic for the pay revision. This optimism is because of our very good performance in the year 2015-16 and the unprecedented enthusiasm and upbeat mood we have generated in the entire BSNL through SWAS. SWAS was your initiative and we have been witnessing the highest level of team spirit throughout the country. I take pride to say that it has no parallel anywhere else, on this large scale.

The report of 3<sup>rd</sup> PRC is likely to come by this year end. We all know that affordability has been a key factor in the recommendations of previous PRC. From this point of view, our financial performance during 2016-17 will be the most significant factor for implementation of 3<sup>rd</sup> PRC recommendations. This issue is so paramount in importance that CMD in his message to all the employees on BSNL Formation Day urged all of us to put "all your mite to make it happen".

Therefore at this stage, we cannot afford to be complacent and have a long way to go, in overcoming the losses and to take on the new challenges and hyper competition matching tariff by tariff, with our competitors. This also requires us to invest extensive capital to improve and expand our network to make us future- ready. All of these will impact our financial resources and bring pressure on our top line.

It would be appreciated wholeheartedly if the amount of PLI is sacrificed by us, given the pressures and adversities as I have stated above. A voluntary gesture to either forego the token PLI announced or defer the same till after 3<sup>rd</sup> PRC will be gratefully acknowledged as your individual effort towards the continued support of your company, in the path of sustained viability, which in turn will help in materialising our cherished goals of ensuing pay revision. I am sure that this symbolic sacrifice will bind us together, at this hour of criticality, and ultimately prove beneficial for the company. As all of you have always responded in the hours of acute need in the past, I am sure that my sincere appeal shall not go unheeded nor be misconstrued.

  
(Sujata T. Ray)