



मोहम्मद अशरफ खान आई.टी.एस.

(मुख्य महाप्रबंधक)

MOHAMMED ASHRAF KHAN ITS
Chief General Manager

MESSAGE

October 1, 2013

Dear All,

Happy BSNL Day!

Greetings to all the Members of the Tamilnadu Circle BSNL family. My congratulations and special appreciation to all the 16 Vishist Sanchar Seva Padak Awardees 2013 of Tamilnadu Circle.

On this year's BSNL day, some lucrative offers have been announced by BSNL to attract more business and revenue. Kindly market them, because the business of business is business and nothing but business. Our brand image and visibility should be enhanced on the social media.

I am thankful to all of you for the hard-work put in enabling Tamilnadu Circle to achieve up to August 2013 a 5% revenue growth. All SSAs are showing positive growth. Well done! Kindly keep it up.

With the telecom business scenario shrouded with stiffening competition day after day, each one of us in the BSNL family has to become an Ambassador of BSNL brand image. VAS has become a key growth engine for revenue increase and we should try to exploit it to our best advantage.

Shakespeare told "Nothing is either good or bad, but thinking makes it so". So, we have to be positive to achieve positive results for BSNL.

The greatest joy in life is giving because unless you give you will not receive. There is only one thing you can give – your love, your joy, your positivity, your excitement, your gratitude and your passion. If you do that, you are the winner. Together we achieve. In team, sometimes diffused responsibilities do come. Action bias is always there. If we are mature, we will have patience. Others will look active even if it achieves nothing.

Magnetic field of heart is 50,000 times more powerful than that of brain. Our body is 70% of water. With positive feeling, the water becomes more beautiful, harmonious and improves health.

Come on, let us rededicate ourselves on this year's BSNL Day for making our organization more vibrant and viable, and bounce back with a bang.

With best wishes,

[MOHAMMED ASHRAF KHAN]

All staff of TN Circle.