

## **MESSAGE FROM CMD, BSNL**

BSNL wishes its 102.23 million customers a happy and prosperous New Year 2015. BSNL has completed its 14<sup>th</sup> year of existence as a public sector undertaking. During the last 14 years, customers have benefited from opening up of the sectors. Telecom is one of the fastest growing industries in India today. India stands as the second largest telecommunication market in the world. The ongoing expansion of mobile eco system coupled with demand of higher bandwidth application and services such as video and gaming is keeping pressure on the industry to increase the availability and quality of broadband connectivity. Digital India is a promising initiative of Indian Government to integrate the Government Departments and the people of India and to ensure effective governance; it also aims at ensuring the Government services made available to citizens electronically by reducing paper work. The initiatives also includes plan to connect rural areas under high speed internet networks. These include creation of digital infrastructure, delivering services digitally and digital literacy.

BSNL's utmost priority is to speed up the Government of India project which aims leverage ICT and mobile technology to deliver all services to common citizen of India. BSNL has installed Quality Telecom Network in the country and is continuing focus on improving it, increasing its application of ICT to empower our esteemed customers with state of art telecom technology where none of the operators wishes to operate due to high cost of installation and low revenue. BSNL is catalyst in checking the price for telecom services. Also with government intensifying its rural focus BSNL is in best position to take advantage of its reach in the country.

Within the current financial year BSNL will introduce NGN technology which will have larger capacity and more speed. Thereby meeting needs of its vast clientele. The development plans will emphasis on increase network reliability, stronger security and added scalability so as to services every sector of the clientele based on his business needs. Government has planned to install common service centre across the country in the form of internet KIOSK. BSNL thus foresees its footprint in most villages across India and important steps in this process will be to link all Grram Panchayats through national optical fiber network.

BSNL has issued several promotion offers during the festive seasons including reducing video call rates to the level of voice charges and giving full talk time on top up vouchers. BSNL launched mobile security value added serves that will allow its customers to track the location of their last mobile phones, remotely lock the device and erase data among others.

BSNL is focusing on key project of NOFN, providing WIFI hot spot, mobile valet and mobile governance services as it prepare itself for digital India. BSNL revenue opportunity in the field of mobile governance has increased multi-fold in view of digital India which aims to leverage information and communication technology ICT to deliver governance to common citizen.

We shall continue to bring innovative telecom services at low tariffs for our esteemed customers. I hope that more and more people of the country living in both urban and rural areas will join BSNL. I would like to assure all our esteemed customers that all possible efforts would be made to provide a quality service to them. I would like to take this opportunity to extend my greetings to all BSNL customers for upcoming festivals of Makkar-Sankranti, Lohari and Republic Day.

CMD, BSNL