



BHARAT SANCHAR NIGAM LTD.

BHARAT SANCHAR NIGAM LIMITED
(A GOVERNMENT OF INDIA ENTERPRISE)
SR CELL, Corporate Office
Bharat Sanchar Bhawan,
Janpath, New Delhi-110 001

F.No. BSNL/20-5/SR/2016

Dated: 09-08-2016.

Subject: Service with a Smile (SWAS) program in BSNL on 10.08.2016 at Corporate Office – regarding.

Ref: Director(HR) D.O. letter of even number dated 29.07.2016 (available on www.intranet.bsnl.co.in)

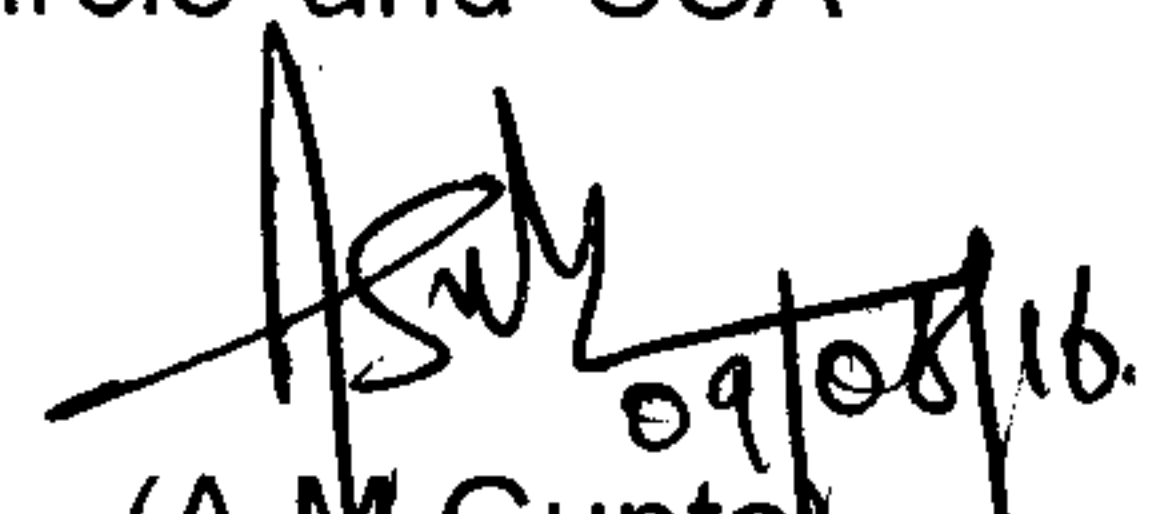
Sir,

I would like to invite your kind attention to the Director(HR) letter referred above. BSNL initiated Service With A Smile (SWAS) on 30.12.2015 to strengthen our ties with customers and to popularize the product and schemes of BSNL amongst public.

This program received massive response from customers and has shown positive growth in our business. It has been decided to carry forward this program more aggressively to attract more customers towards our products.

A program to intensify Service With A Smile (SWAS) with the name "SAMPARK" is being organized in Corporate Office on 10.08.2016 in which an oath will be administered by the CMD at 10:15 AM in front of Corporate Office building followed by procession.

Kindly make it convenient to attend to the above **program on 10.08.2016 at 10:00 AM**. All the employees in Corporate Office may be directed to attend the program. It is a nationwide program and being organized at all Circle and SSA Headquarter with different vernacular names.


(A.M. Gupta)
GM(SR)
BSNL C.O.

To

- 1.PS to All Directors BSNL Board.
- 2.PS to CVO BSNL.
- 3.CGM, NTP/NTR/NGCN/BBNW with a request to issue suitable direction to their employees to kindly organize the program separately in their offices.