

No.: BSNL/Admn. Misc Matters/2025-26 Dated: 03rd September, 2025

To

All Chief General Managers,
Bharat Sanchar Nigam Limited.

Subject: Guidelines for promoting BSNL's Brand Image – Strict adherence reg.

Sir/Madam,

Kindly refer to this office letter of even number dated 30.09.2024 on the subject cited above, wherein detailed instructions were issued for strengthening BSNL's brand image. The said instructions, inter alia, covered guidelines on the display of photographs of CMD, Board of Directors, CGMs and other Senior Officers in banners and promotional material, as well as the practice of presenting bouquets, shawls, and gifts from BSNL funds.

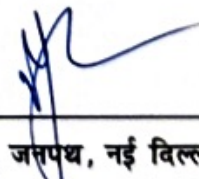
2. It has, however, been observed that despite the aforesaid instructions, instances of deviation continue to be reported from field units. Such practices not only dilute the intended objective of promoting BSNL's collective brand identity but also lead to avoidable expenditure from company resources.

3. While acknowledging the importance of recognizing the contribution of leadership's, it must be underscored that the primary focus of all promotional efforts and organizational resources should remain on strengthening BSNL's brand identity. The central theme of every campaign activity should be the organization's achievements, services and values, ensuring that BSNL as an institution is placed at the forefront, rather than highlighting individual personas.

4. In light of the above, the earlier instructions are once again reiterated, along with the following clarifications, which are to be strictly adhered to with immediate effect:

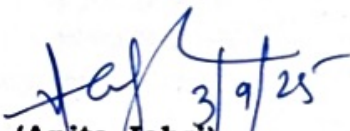
4.1 Photos of CMD, Board of Directors, CGMs, and other Senior BSNL Officers shall not be displayed in banners or promotional materials during field unit visits or other official events.

4.2 The practice of honouring senior BSNL officers with bouquets, shawls, or gifts using BSNL's funds shall be discontinued. However, senior officers from DoT and other higher dignitaries from Government may continue to be suitably honoured, as per the extant guidelines.



- 4.3 Photos of CMD, Board of Directors, CGMs, and other Senior Officers shall not be included in presentation slides unless they are directly relevant to the subject matter being presented.
- 4.4 All employees are encouraged to contribute towards promoting BSNL's brand image through their professional conduct, communications and interactions.
- 4.5 Efforts should be directed towards showcasing BSNL's commitment to excellence, innovation and customer satisfaction, thereby strengthening the organization's identity. Officers and employees of BSNL are urged to give precedence to the collective identity of BSNL over individual recognition.
5. All Officers and employees of BSNL are, therefore, once again called upon to work collectively and in unison towards enhancing the reputation and image of BSNL, giving due priority to the organization's collective identity over individual recognition.

This has the approval of the competent authority.


(Anita Johri)
PGM(Admin)

Copy to:

1. PS to CMD, BSNL – for kind information.
2. PSs to all Directors/ CVO, BSNL Board – for kind information.
3. All Unit Heads, BSNL Corporate Office – for strict compliance.