

BSNLCO-ADMN/50/2/2020-ADMN

Dtd. 3rd September, 2025

To

All Directors of BSNL Board,
BSNL, New Delhi.

Sub.: Celebration of 25th Anniversary (Silver Jubilee) of BSNL on 1st October, 2025.

In reference to above mentioned subject, it is kindly intimated that BSNL is completing 25 years of its formation on 1st October, 2025. For the celebration of Silver Jubilee of BSNL on 1st October, 2025, following program schedule and activities have been approved by Worthy CMD, BSNL:

PROGRAM SCHEDULE & ACTIVITIES on 1st October, 2025:

6:00 AM – Public Engagement Events

- Half Marathon: "Run for Digital India with BSNL@25"
- Flag-off by Minister at Delhi + simultaneous runs in metros.
- BSNL-branded T-shirts, medals, refreshments.
- Symbol of "Connectivity and Fitness."

12:00 Noon – Roadshows & Customer Connect

- Brand Promotion Rallies starting from BSNL Bhawan in Delhi, with simultaneous events at circles.
- Customer Meets at circle HQs to felicitate long-term subscribers with "Loyal Customer Awards."

2:00 – 4:00 PM – CSR Initiatives

- Blood Donation Camps across circles.
- Food Distribution by Telecom Women's Welfare Organization (TWO).
- Health Check-up Camps .
- "Green Jubilee" Plantation Drive (target: 2,500+ saplings across circles).
- Community Service Camps (digital literacy stalls, BSNL melas).

5:00 – 6:00 PM – Formal Silver Jubilee Celebration

Venue: India Gate Lawn.

1. Welcome & Speeches – HMoC / HMoSC / Secy(Telecom) / CMD.
2. Launches & Announcements:
 - Soft Launch of BSNL 5G (Delhi demo).?? may
 - Special 25th Anniversary FTTH/Mobile Plan.
 - MoUs/Partnership Announcements. Etc

3. Souvenir Release:

- Launch of Silver Jubilee Souvenir (documentary + coffee-table book + commemorative postal cover).
- Documentary screening on BSNL's journey (2000-2025).
- Theme Video Song
- 4. Felicitation of Past Leaders – ex-CMDs, Directors (video messages + mementos).
- 5. BSNL Pledge Recitation – reaffirming values & customer-first approach.
- 6. Time Capsule Ceremony – sealing BSNL memorabilia to open in 2050.
- 7. OEM/Vendor Contributions – symbolic equipment donations.

6:00 – 8:00 PM – Cultural Evening

Venue: India Gate Lawns

- Employee/family cultural performances (*Theme: Unity in Diversity*).
- "BSNL's Got Talent" showcase.
- Star singer/performer as finale.
- Competitions: art, essay, quiz – prize distribution- in circles.
- Souvenirs distributed: 25-year logo memorabilia.

However, the final programs may vary depending on feasibility, cost etc.

For the organization of above mentioned programs and activities successfully, systematically and in synchronization, following Organizing Committees have been approved by Worthy CMD, BSNL. The detail of the committees along with the roles and responsibilities to be performed by these committees is as following:

(i) Steering Committee (Core Planning Team) – Dir CFA + Dir CM + Dir HR + Dir EB + Dir Finance: Roles of this committee will be:

- Approves overall program, budget, key decisions.
- Ensures coordination among committees.
- Reviews progress fortnightly.

(ii) Finance & Budget Committee – Under Dir Finance: Roles of this committee will be:

- Prepares overall budget (.. lakh).
- Allocates funds to committees (events, CSR, publicity).
- Tracks expenditures; ensures financial discipline.
- Seeks support from

(iii) Event Operations Committee – Under Dir HR: Roles of this committee will be:

- Plans and executes Official Ceremony & Cultural Evening.
- Venue booking, stage setup, AV systems, seating.



- Protocol for ministers/VIPs.
- Event flow & agenda management.
- Rehearsals and stage coordination.
- Food arrangements

(iv) Logistics & Support Committee – Under Dir HR: Roles of this committee will be:

- Security, permissions, transport, housekeeping.
- Power backup, IT support for live streaming.
- On-ground emergency/contingency response.

(v) Public Events Committee – Under Dir CFA: Roles of this committee will be:

- Plans Marathon & Rallies.
- Permissions (police, municipal).
- Marathon route, registrations, timing system, medical aid.
- Rally vehicles, banners, pamphlets.
- Public participation engagement.

(vi) Souvenir Committee – Under Dir CFA: Roles of this committee will be:

- Produces Silver Jubilee Souvenir:
 - Documentary film on BSNL's journey.
 - Coffee-table book.
 - Special Postal Cover/Stamp.
 - Video song
- Designs event memorabilia (....).
- Coordinates with Postal Dept, designers, printers.

(vii) CSR Activities Committee – Under Dir EB: Roles of this committee will be:

- Blood donation camp tie-ups (hospitals, NGOs).
- Food distribution drive with TWO.
- Health check-up & medical camps.
- Plantation drives.
- Monitors simultaneous CSR in circles.
- OEMs/Vendors – symbolic equipment donation.
- Time capsule preparation
- Messages from ex-CMD/Boards.

(viii) Invitation & Hospitality Committee – Under Dir CM: Roles of this committee will be:

- Prepares guest list (Ministers, ex-CMDs, media).
- Designs, prints & dispatches invites.
- Travel, stay, bouquet & gift arrangements.



- VIP reception & ushering.

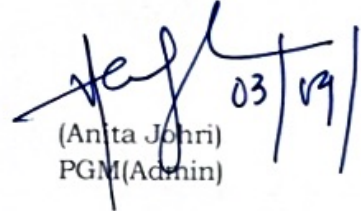
(ix) **Media & Publicity Committee** – Under Dir CM: Roles of this committee will be:

- Designs communication strategy & 25-year logo.
- Pre-event publicity (press releases, social media).
- Live media coverage of main events.
- Manages press conference with CMD/Minister.
- Post-event press release, photo/video sharing.
- Trending campaign: #BSNL25Years #BSNLSilverJubilee.

The above committees will be responsible for finalising the activity plan, arranging logistics, and taking all actions including administrative and financial approvals for successfully organizing the events.

In view of above, all Directors of BSNL Board are requested to nominate members in their respective committees. Further, the Committees may co-opt members, form teams and may assign responsibilities to the team/officers for successful organization of the events.

This has the approval of CMD, BSNL.


(Anita Johri)
PGM(Admin)
03/09/25

Copy to:

- (1) PS to CMD, BSNL for kind information.