



BSNLCO-CORM/16(11)/4/2026-CORM

Dated: 12.08.2026

To,

The Chief General Manager,
All Telecom Circles/Metro District
Bharat Sanchar Nigam Ltd

Sub: Competition among BSNL Circles for Social Media Growth on the occasion of 15th August 2026 Independence Day Celebrations.

1. Objective

To encourage healthy competition among BSNL Circles and strengthen their digital presence, improve audience engagement drive focused efforts towards increasing their social media follower base during the Independence Day campaign period.

2. Competition Period

Baseline Date: 12 August 2026

Evaluation Date: 19 August 2026

Follower growth will be calculated by comparing the number of followers as on **12 August 2026** with the number of followers as on **19 August 2026**.

3. Competition Categories

Social media platforms - Facebook and X will be considered for the competition.

To ensure a fair and balanced comparison, BSNL Circles will be divided into **two** categories based on their existing follower base:

Group 1 – Emerging Circles

- Circles having **less than 10,000 followers** as on 12 August 2026.
- Target: **Minimum 10% increase** in followers during the competition period.

Group 2 – Established Circles

- Circles having **more than 10,000 followers** as on 12 August 2026.
- Target: **Minimum 5% increase** in followers during the competition period.



	Group-1	Group-2
S. No.	Circles having less than 10000 Followers (X & Facebook)	Circles having more than 10000 Followers (X & Facebook)
1	Odisha	Kerala
2	MP	Kolkata TD
3	Assam	Karnataka
4	Haryana	Gujarat
5	A&N	Tamilnadu
6	Uttarakhand	Rajasthan
7	Jharkhand	Bihar
8	West Bengal	Maharashtra
9	NE1	Punjab
10	Sikkim	HP
11	NE2	AP
12		J&K
13		Chhattisgarh
14		UPE
15		Chennai
16		UPW
17		Telangana

4. Evaluation Method

The performance of each Circle will be evaluated based on the **percentage increase in followers** between 12 August 2026 and 19 August 2026.

Follower Growth % = $\frac{[(\text{Followers on 19 August} - \text{Followers on 12 August}) \div \text{Followers on 12 August}] \times 100}{1}$

The Circle achieving the highest percentage growth in each category will rank higher.

5. What-to-do:

- Post BSNL content to engage customer on social media.
- Promote Independence Day activities like SIM Melas, events, outreach programmes and press conferences. Use photos, videos & Reels to maximize visibility.
- Increase followers & engagement on Circle social media handles.
- Maximize digital reach for BSNL's Independence Day initiatives.



- v) All Circles are requested to use the following hashtags in every post related to Independence Day activities: **#BSNLIndia, #IndependenceDayWithBSNL.**

6. Recognition

The **Top 3 performing Circles in each category** will be appreciated for their outstanding performance in social media follower growth. Accordingly, a total of **6 Circles (Top 3 from each category)** will be recognized.

The appreciation may be in the form of:

- Certificate/Appreciation Letter
- Special mention on BSNL's official social media platforms
- Appreciation by Corporate Office/competent authority

7. Suggested Campaign Theme/Tagline

"Connect More, Grow More"

8. Expected Outcome

The initiative is expected to:

- Increase BSNL's overall social media follower base.
- Encourage Circles to actively promote BSNL's digital platforms.
- Improve social media visibility and audience reach.
- Promote healthy competition and sharing of best practices among Circles.
- Strengthen BSNL's digital presence during the **80th Independence Day** celebrations.

9. Proposed Action

All Circles may be requested to submit their social media follower count as on **12 August 2026**. The final follower count as on **19 August 2026** will subsequently be collected and verified by the Corporate Office for determining the winners.

Note: For uniformity, the same social media platforms (**Facebook & X**) should be considered for both baseline and final measurement.

This issues with the approval of competent authority.


(Rajender Kumar)
AGM (Corp. Mktg.)