



BSNLCO-COMN/17(11)/37/2022-CORM

Date: 02/09/2026

To
The Chief General Manager,
All Telecom Circle,
BSNL.

Subject: Celebration of BSNL's 26th Foundation Day on 1st October 2026 – Conduct of Special Marketing, Customer Outreach and Social Media Activities –reg.

BSNL will be celebrating its 26th Foundation Day on 1st October 2026 with the theme **“Hamara BSNL”**. The occasion provides an opportunity to showcase BSNL's commitment towards providing quality, safe, reliable and affordable telecom services, while highlighting its contribution towards Digital India and nation building.

In this regard, all Circles are requested to undertake a special **“Hamara BSNL” campaign from 15th September to 25th September 2026**, culminating in the Foundation Day celebrations on 1st October 2026.

The following activities may be organized by all Circles:

1. “Hamara BSNL” – Happy Customer Reels

Circles shall encourage new and existing BSNL customers to create short video/reels sharing their experience with BSNL. The reels may highlight the following key attributes:

- **BSNL Quality** – Experience of quality services and connectivity.
- **BSNL Safe Internet** – Safe and secure internet services.
- **BSNL Reliable** – Reliability of BSNL mobile, FTTH and other services.
- **BSNL Affordable** – Affordable and value-for-money telecom services.

The customer reels should be posted on the official social media handles of the respective Circles with suitable **“Hamara BSNL”** (vernacular versions can also be created) branding and hashtags. Sample reel is being shared by corporate office Creators.

“Three Best Reels” shall be duly felicitated.

2. Highlighting BSNL's BharatNet/4G Saturation Initiatives

BA heads should meet the local collectorate office and organize briefing on Bharatnet/4G Saturation sites Initiatives. Circles shall prominently showcase through social media posts, reels, photographs and other suitable content on the



initiatives undertaken by BSNL under **BharatNet** Project for strengthening digital connectivity to schools and other institutions, particularly:

- i. **Digital Schools** – Highlighting the role of BSNL/BharatNet connectivity in enabling digital education and improving access to online learning in rural areas.
- ii. **Digital Health Centres** – Highlighting the role of BSNL/BharatNet connectivity in facilitating digital healthcare and improving access to health services in rural and underserved areas.

Meeting with state govt heads can be organized on 1st October by CGMs , to brief on the connectivity initiatives through bharatnet and the future rollout plans.

3. Mega SIM & FTTH Melas

All Circles shall organize Mega SIM & FTTH Melas. ***It has been decided that circles will organize minimum 3Melas/Day/BA during the campaign period.***

The Melas should focus on:

- New BSNL Mobile SIM activations.
- FTTH customer acquisition.
- Promotion of BSNL FTTH plans and services.
- On-the-spot booking and activation, wherever feasible.
- Customer interaction and awareness regarding BSNL services.

Circles may involve Channel Partners, Franchisees, CSCs, field marketing teams and other stakeholders to ensure maximum public participation and customer outreach.

4. Display of Promotional Banners

BSNL-branded promotional banners may be displayed prominently at BSNL Exchanges, Administrative Buildings, Customer Service Centres (CSCs), Points of Sale (PoS), major public locations and other suitable locations to create visibility for the “Hamara BSNL” campaign.

The creatives/designs shared by Corporate Office may be used to maintain uniformity in branding across all Circles.

5. 5 KM Run at State Headquarters by Admin Cell on 1st October 2026-

Health is real wealth, A **5 KM Run** may be organized by Admin Cell at the State/Circle Headquarters under the “Hamara BSNL” theme, with participation of BSNL employees, customers, stakeholders and other members of the public, wherever feasible.



The event may be suitably branded and publicized through local media and BSNL's social media platforms.

6. The Contest

A special BSNL Foundation Day Contest will be conducted during the campaign period.

The performance of Circles will be assessed on the basis of:

1. The SIM & FTTH Melas organized (50 Marks).
2. Increase in Social Media Follower from 15th Sep to 25th Sep 2025. (50 Marks).

The performance of circles will be evaluated on the basis of percentage of Melas organized during the campaign period & no. of Followers increased on social media platforms. **(Evaluation Matrix is attached in annexure-1)**

The Circles securing the First three position based on the prescribed scoring parameters, will be declared the winner, and a felicitation shall be organized for the winning Circles in recognition of its performance.

Circles are therefore requested to make concerted efforts to maximize the reach, views and engagement of their "Hamara BSNL" social media content during the campaign period.

7. Publicity and Documentation

All activities should be adequately publicized through social media platforms and other suitable channels. Circles are also requested to maintain proper photographic/video documentation of the activities and ensure regular posting of the same on official social media handles.

The expenditure for the above activities may be met from the already allotted Business Promotion & Marketing Activities Budget for FY 2026-27.

All CGMs are requested to accord top priority to the above activities and ensure their effective implementation from 15th September to 25th September 2026, so as to build momentum for the 26th BSNL Foundation Day on 1st October 2026 and make the "**Hamara BSNL**" campaign a visible and successful nationwide celebration.

This issues with the approval of the Competent Authority.

(Rajender Kumar)
AGM (Corporate Marketing)

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Copy for kind information to:

1. PPS/PS to CMD, BSNL.
2. PPS/PS to All Directors, BSNL Board.

SIM /FTTH Mela Target for BSNL Foundation Day

Circle	No. of BAs	No. of Mela/day/BA	Target SIM Melas
Andaman & Nicobar	1	3	33
AP	10	3	330
Assam	6	3	198
Bihar	5	3	165
Chhattisgarh	4	3	132
Chennai	1	3	33
Gujarat	8	3	264
Haryana	9	3	297
HP	5	3	165
J&K	3	3	99
Jharkhand	3	3	99
Karnataka	9	3	297
Kerala	11	3	363
Kolkata	1	3	33
Madhya Pradesh	9	3	297
Maharashtra	16	3	528
NE-1	3	3	99
NE-2	3	3	99
Odisha	8	3	264
Punjab	7	3	231
Rajasthan	8	3	264
Sikkim	1	3	33
Tamilnadu	11	3	363
Telangana	5	3	165
UPE	9	3	297
UPW	5	3	165
Uttarakhand	3	3	99
West Bengal	4	3	132
TOTAL	168		5544

Performance Evaluation Matrix		
SIM / FTTH Mela	Target Achieved>= 100%	Full Marks
(50 Marks)	76-100%	75% Marks
	51-75%	50% marks
	<= 50%	NIL Marks
Social Media Follower	Target Achieved>= 5%	Full Marks
Follower Base as on 14.09.2026 (Facebook, X & Instagram)*		
(50 Marks)	>4-5%	75% Marks
	2-4%	50% marks
	<2%	NIL Marks

*Note: Min Follower increase in absolute number should be 100 for evaluation.