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भारत संचार निगम लिमिटेड  
(भारत सरकार का उद्यम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Government of India Enterprise)

**ए. के. गर्ग**

निदेशक (एच.आर.)  
बी.एस.एन.एल. बोर्ड

**A. K. Garg**

Director (H.R.)  
B.S.N.L. Board

No.BSNL/20-7/SR/2011

Dated: 20th July, 2011

To

All Heads of Territorial Circles,

**Subject: Extension of Customer Delight Month to the Entire  
Financial Year 2011-12.**

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On the basis of a call given by the staff Unions/Associations, Customer Delight Month was observed across BSNL in May 2011. Going by the enthusiastic response received to this endeavour and better quality of services provided to customers, it has now been decided to declare the whole of financial year 2011-12 as 'Year of Customer Delight in BSNL'.

2. I would like you to continue the initiative with renewed zeal by providing necessary inspiration to all members of staff. You may also wish to introduce some new and creative measures to win over customers. The idea behind this sustained emphasis on customer delight is to continue to build momentum so that each BSNL customer feels looked after and delighted with BSNL's services.

3. I am sure under your able leadership BSNL employees will strive their best and come out with flying colours in improving the brand image of the organization.

  
(A.K. Garg)