



SANCHAR NIGAM EXECUTIVES' ASSOCIATION

KERALA CIRCLE

(Recognised Majority Association of Executives in BSNL)
SNEA Bhavan, Dharmalayam Road, TVM-695001

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No.SNEA/Kerala/2020-21/II/126

dated at TVM

the 11th August 2020

To

Sh. C V Vinod,
Chief General Manager Telecom,
BSNL, Kerala Circle,
Thiruvananthapuram-33

Respected Sir,

Sub: Countering Fake news appearing in some print media in Kerala Circle, our request reg:

It has come to our notice that certain news items defaming BSNL is being published through a few print media in Kerala these days. One such news is that BSNL is going to stop its commercial operations and would function only as an essential service provider for the Govt. In the past, we had seen a few media going even to the extent of publishing news like BSNL is being closed down. Of course, it was well defended by the Hon. Minister of Communications himself during many occasions including in Parliament, declaring BSNL as one of the country 'strategic assets.

Further, another fake news stating that BSNL is proposing second VRS scheme is also being spread through many social media including employees' social media. Appearance of such news items frequently in print and social media can bring serious damage to the brand image of BSNL as a whole and can demotivate our employees who are struggling hard to maintain the services with utmost dedication in the reduced manpower scenario even by spending from their pockets. Our esteemed customers would get confused seeing such news items and can invite apprehension among them regarding our service quality in future.

Hence, prompt and timely intervention of Circle/BA PR Cells is very much essential to counter such defaming news items getting published in print and electronic media in Kerala Circle. It is also suggested to enlighten the media with correct information related to network operations and development happening in the Circle by issuing press statements including business promotional ones at regular intervals of time.

Thanking You,

Sincerely Yours

Jithesh K P
Circle Secretary
SNEA Kerala Circle