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Area - Tibe

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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
Bharat Sanchar Nigam Limited
(A Govt. of India Enterprise)

File no 4-2/2014 Restructg vol. III

To
The CGMT.

Tamilnadu Telecom circle

Sub: Consolidation of SSAs into Business Areas

P.S.
T.C. to sent to
CGMT (T.N. circle)
- S. N. Kalra - Cated 22-04-2016

22/6/16

Kindly find enclosed instructions with regard to consolidation of SSAs into Business Areas in respect of your circle. Role definition of Business Areas and SSAs forming part of Business Areas would be given below :

- Field units under the circle will be renamed as Business Area (BA). The term emphasizes business orientation and is also significant from the view point of employee awareness & sensitization as well.
- Name of Business Areas would be as follows. While some Business Areas are same as current SSA, some of the Business Areas will have more than one SSA under their control.

Sr. NO.	Name of the Business Area	Headed By	Consolidation of SSA/Units with Business Area
1.	Coimbatore	PGM	Nilgiris //
2.	Erode	GM	-----
3.	Madurai	GM	Karalkudi
4.	Nagercoil	GM	Trunelveli
5.	Pondicherry	GM	Cuddalore
6.	Salem	GM	Dharmapuri
7.	Thanjavur	GM	Kumbakonam
8.	Trichy	GM	-----
9.	Tuticorin	GM	Virudhunagar
10.	Vellore	GM	-----

22/6/16

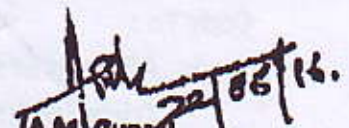
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3. GM of Business Areas will be overall responsible for the business including revenue growth across all businesses and profitability. He will have overall responsibility for sales, marketing, customer services, network expansion, upgradation and maintenance etc. of the complete business inclusive of the merged SSAs.
4. Business Areas will be primary accounting units. HR, Finance, Planning and Procurement related process will be handled at the level of Business areas/Circle.
5. Process flow for functions related to Planning, Procurement, HR & Finance after implementation of Restructuring would have been detailed in ERP roll out.
6. Transfer liability of SSA cadre staff will remain unchanged, i.e., it will continue as is existing now, even after consolidation of SSAs into business areas.
7. Reporting officer of TDM/TDEs of merged SSAs will be respective GM/PGM (Business Area) and CGM will be the reviewing authority.
8. TDM/TDEs of merged SSA shall be responsible for network O&M, customer services and sales.
9. Financial powers for TDMs/TDEs of concerned SSAs will be limited to network O&M, customer services and sales related roles only.
10. Staff rendered spare after redistribution of functions as above, shall be redeployed for implementing sales, Quality of Service (QoS), customer satisfaction and other important aspects to boost overall performance of SSA/Business Areas.

The exercise is aimed at improving operational efficiencies. The revised Business Areas are to be suitably incorporated a part of ERP implementation in your circle.

These instructions are issued with the approval of competent Authority.

Compliance report to the above instruction may please be sent to this office latest by 20th August 2016.


 (A.M) Gupta
 GM (Rosts/WS&I)

- Copy to: (1) CMD/DIR (HR/ED (CA) for information pl.
 (2) PGM (CITY) GM (ERP) BSNL Co.