

**REMINDER**

**Director(HR)**  
**BharatSanchar Bhavan,**  
**Janpath,New Delhi – 110001**  
**Ph. 011-233734070**



**भारत संचार निगम लिमिटेड**  
(भारत सरकार का उपक्रम)

**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

**File No.4-02/2014Restg/Vol.III**

**Dated 20 Aug.,2015**

**To**

**The CGMT,**  
**Chattishgargh/HP/Haryana/Jharkhand/MP/NE-I/Orissa/  
Uttarakhand/UP(E)/UP(W)Telecom circle**

**Sub: Consolidation of SSAs into Business Areas**

As you are aware that instructions were issued by Restructuring cell regarding consolidation of SSAs into Business Areas in your circle in order to improve the operational efficiencies. The time frame of its implementation was also conveyed in the said instructions.

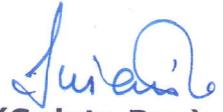
2. It is learnt that the same have not been implemented in your circle so far which has been viewed seriously.

3. You are therefore, requested to kindly look into the matter personally and take necessary action immediately for its implementation in totality. However, instructions are again enclosed as Annexure.

4. The compliance report for its implementation in totality also be sent to Restructuring cell at email ID [restg@bsnl.co.in](mailto:restg@bsnl.co.in) or on fax no. 23765191 by **31-08-15** positively

This may kindly be treated as **Urgent**

Encl: as above.

  
**(Sujata Ray)**  
**Dir(HR)**

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## Annexure

1. 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.
2. Some business areas are same as current SSAs, some of the business areas will have more than one SSA under their control.
3. GM of Business Areas/Zones ( in case of M.P.Circle) 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 be 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 (Business Areas) 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.