

Restructuring/WS&I Cell,
8th Floor, BSNL CO,
Parish Chandra Mathur Lane,
Janpath, New Delhi-110001.
Tel. No. 23734343 Fax No. 23765191



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

File no 4-02/2014 Restg vol. III

Dated 16-08-2016

To

The CGMT,
Maharashtra Telecom circle

Sub: Consolidation of SSAs into Business Areas.

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:

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. Name of Business areas would be as follows. While some business areas are same as current SSAs, some of the business areas will have more than one SSA under their control.

Sr.No.	Name of the Business areas	Circle proposal. (Headed by)	Consolidation of SSA/Units With Business areas.
1.	Ahmednagar	GM	Beed
2.	Akola	GM	Buldhana
3.	Amravati	GM	
4.	Aurangabad	GM	Jalna
5.	Chandrapur	GM	Gadchiroli
6.	Dhule	GM	
7.	Jalgaon	GM	
8.	Kalyan	GM	Raigad
9.	Kolhapur	GM	
10.	Nagpur	GM	Bhandara
11.	Nashik	GM	
12.	Panjim	GM	
13.	Parbhani	GM	Latur, Nanded
14.	Pune	PGM	
15.	Ratngiri	GM	Sindhudurg
16.	Sangali	GM	
17.	Satara	GM	
18.	Solapur	GM	Osmanabad
19.	Yeotmal	GM	Wardha

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 (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 if 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 instructions may please be sent to this office latest by **16th October 2016.**


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

- Copy to:
1. CMD / DIR(HR) for information pl.
 2. GM(CIT)/GM(ERP)/GM(Pers.) BSNL CO.

57C
issued
16/10/16