

Sr.GM(Restg./WS&I)
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No. 4-2/2014-Restg.(Vol.III)

Dated 10th June, 2015
18

To

The CGM (T),
Jharkhand Circle, BSNL,
Ranchi.

Sub:- Consolidation of SSAs into Business Areas.

Sir,

Please find enclosed instructions with regard to consolidation of SSAs into business Area in respect of your circle. Role definition of business areas and SSAs forming part of business area would be as specified in the enclosure. The exercise is aimed at improving operational efficiencies. The revised business processes are to be suitably incorporated a part of ERP implementation in your circle.

These instructions are issued with the approval of the Competent Authority.

Compliance to the above instructions may please be arranged to be sent to this office by **30th July 2015.**


18.06.15
(Shameem Akhtar)
Sr.GM (Restg./WS&I)

Copy to:-

- 1. CMD for kind information please.**
- 2. Director (HR) for kind information please.**
- 3. ED(CA) for information please.**
- 4. Sr.GM(CIT) and GM (ERP)**

Consolidations of SSAs into Business Areas

- (i) 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.
- (ii) 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.

S. NO.	Name OF Business Areas	Circle's proposal (Headed by)	Consolidation of SSA with Business Areas
1	Dhanbad	GM	Dumka (Headed by TDM)
2	Hazaribagh	GM	
3	Jamshedpur	GM	
4	Ranchi	GM	Daltonganj (Headed by TDM)

- (iii) 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 area inclusive of the merged SSAs.
- (iv) Business Areas will be primary accounting units. HR, Finance, Planning and Procurement related process will be handled at the level of Business areas/Circle.
- (v) Process flow for functions related to Planning, Procurement, HR & Finance after implementation of Restructuring would be detailed in ERP roll out.
- (vi) 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.
- (vii) Reporting officer of TDM/TDEs of merged SSAs will be respective GM (Business) and CGM will be the reviewing authority.
- (viii) TDM/TDEs of merged SSA shall be responsible for network O&M, customer services and sales.
- (ix) Financial powers for TDMs/TDEs of merged SSAs will be limited to network O&M, customer services and sales related roles only.
- (x) 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.