

MADHU ARORA
GM(Restg./WS&I)
804, Bharat Sanchar Bhawan
Janpath, New Delhi
Tel. No. 23734343
Fax No. 23765191



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

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

Dated 11th Feb., 2015

To

The CGM (T),
UP(E)/UP(W)/Chattisgarh/Orissa/Jharkhand/M.P.
BSNL.

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 sent to this office by 28.02.2015.

(Madhu Arora)
GM(Corp.Restg./WS&I)

Copy to:-

1. CMD for kind information please.
2. Director (HR) for kind information please.

Consolidation of SSAs into Business Areas

- (i) Field units under the Circle will be renamed as Business Areas (BA). The term emphasizes business orientation and is also significant from the view point of employee awareness & sensitization as well.
- (ii) Names of Business areas in the respective circles 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.

Name of Circle-UP(East)

	Name of the Business Area	Headed by	SSAs to be consolidated in the Business Area
1	ALLAHABAD	GM	
2	AZAMGARH	GM	MAU , JAUNPUR
3	BASTI	GM	
4	DEORIA	GM	BALLIA
5	FAIZABAD	GM	GONDA, BARABANKI
6	FARRUKHABAD	GM	SHAHJAHANPUR, HARDOI
7	GORAKHPUR	GM	
8	JHANSI	GM	BANDA, HAMIRPUR
9	KANPUR	GM	UNNAO, FATEHPUR, ORAI
10	LAKHIMPUR	GM	SITAPUR, BAHRAICH
11	LUCKNOW	PGM	
12	MIRZAPUR	GM	
13	SULTANPUR	GM	RAEBARELI, PRATAPGARH
14	VARANASI	GM	GHAZIPUR

Name of Circle-UP(West)

	Name of the Business Area	Headed by	SSAs to be consolidated in the Business Area
1	AGRA	GM	ETAWAH & MAINPURI
2	ALIGARH	GM	ETAH
3	BAREILLY	GM	BADAUN & PILIBHIT
4	BIJNORE	GM	
5	BULANDSHAHR	GM	
6	GHAZIABAD	GM	
7	MATHURA	GM	
8	MEERUT	GM	
9	MORADABAD	GM	RAMPUR
10	MUZAFFARNAGAR	GM	
11	NOIDA	GM	
12	SAHARANPUR	GM	

Name of Circle-Odisha

	Name of the Business Area	Headed by	SSAs to be consolidated in the Business Area
1	BALSORE	GM	
2	BERHAMPUR	GM	Phulbani
3	BHUBANESWAR	GM	
4	CUTTACK	GM	Baripada
5	DHENKANAL	GM	
6	KEONJHAR	GM	
7	KORAPUT	GM	
8	ROURKELA	GM	
9	SAMBALPUR	GM	Balangir, Bhavanipatna

Name of Circle-Jharkhand

	Name of the Business Area	Headed by	SSAs to be consolidated in the Business Area
1	DHANBAD	GM	DUMKA
2	HAZARIBAGH	GM	
3	JAMSHEDPUR	GM	
4	RANCHI	GM	DALTONGANJ

Name of Circle-Chhattisgarh

	Name of the Business Area	Headed by	SSAs to be consolidated in the Business Area
1	BILASPUR	GM	SARGUJA
2	DURG	GM	RAIGARH
3	RAIPUR	GM	BASTAR

Name of Circle-M.P.

	Name of the Business Area	Headed by	SSAs to be consolidated in the Business Area
1	Bhopal	GM	Bhopal
2	Indore	GM	Indore
3	Jabalpur	GM	Jabalpur
4	Gwalior	GM	Gwalior
5	Ujjain	GM	Ujjain
6	Zone Indore	GM	KHANDWA, KHARGONE, DHAR, MANDSAUR, RATLAM, DEWAS, JHABUA, SHAJAPUR
7	Zone Bhopal	GM	HOSHANGABAD, SAGAR, VIDISHA, BETUL, RAISEN, DAMOH, CHHAINDWARA,
8	Zone Gwalior	GM	MORENA, CHHATARPUR, SHIVPURI, GUNA, RAJGARH
9	Zone Jabalpur	GM	NARSINGHPUR, REWA, SHAHDOL, SATNA, MANDLA, PANNA, SEONI, BALAGHAT, SIDHI

- (iii) 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 area inclusive of merged SSAs.

- (iv) Business Areas will be primary accounting units. HR, Finance, Planning and Procurement related processes 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.