

Restructuring/WS&I Cell,
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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 Restg vol. III

Dated 24 -05-2016

To

The CGMT,

Kerala 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.

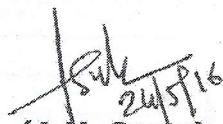
Sr. No.	Name of the Business Areas	Headed By
1	Ernakulam	PGM
2	Trivandrum	GM
3	Alappuzha	GM
4	Kannur	GM
5	Kollam	GM
6	Kottayam	GM
7	Kozhikode	GM
8	Malappuram	GM
9	Palakkad	GM
10	Pathanamthitta	GM
11	Thrissur	GM

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, up gradation 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 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 above instruction may please be sent to this office latest by **20th July 2016**.


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

Copy to : (1) CMD/ DIR (HR)/ ED (CA) for information pl.

(2) PGM (CIT)/ GM (ERP) BSNL Co.