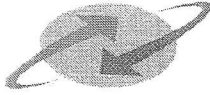


Restructuring/WS&I Cell,  
8<sup>th</sup> Floor, BSNL CO,  
Harish Chandra Mathur Lane,  
Janpath, New Delhi-110001.  
Tel. No. 23734343 Fax No. 23765191



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 31-08-2016

To

The CGMT,  
Assam Telecom Circle

Sub: Consolidation of SSAs into Business Areas.

Approval of competent authority is conveyed for consolidation of SSAs into Business Areas in respect of your circle. Role definition of Business Areas and SSAs forming part of Business Areas is 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.

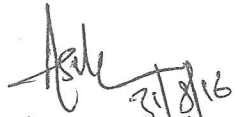
Sr.No.	Name of the Business Areas	Circle Proposal (Headed by)	Consolidation of SSAs With Business Areas.
1.	Bongaigaon	GM	-----
2.	Dibrugarh	GM	-----
3.	Jorhat	GM	-----
4.	Kamrup	GM	-----
5.	Nagaon	GM	-----
6.	Silchar	GM	-----
7.	Tezpur	GM	-----

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, 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 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.

Compliance report to the instructions may please be sent to this office latest by **31<sup>th</sup> 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.

