



BHARAT SANCHAR NIGAM LIMITED
CORPORATE OFFICE
(PERSONNEL BRANCH)

4th Floor, Bharat Sanchar Bhawan, Janpath, New Delhi 110001

No.400-03/2019-Pers.I

Dated: March 28, 2019.

To

**All Heads of Telecom Circles
BSNL**

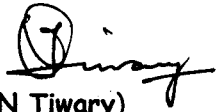
Subject : Operation of actual Business Area headed by GM level officers - regarding

With the introduction of Business Area Concept in BSNL, certain SSAs were downgraded to TDM level and were reporting to Business Area Head headed by PGM/GM in a circle and approval for all the Capital works are being taken from Business Area Head. BSNL is passing through a critical phase in terms of revenue generations, primarily owing to stiff market competition and the diminishing strength of officers over the years. Great responsibility of providing uninterrupted telecom services across the nation lies on the shoulders of BSNL and the Business Area, remain hard pressed and always on their toes in order to cater to ever pressing demands of the industry as a whole. Of late BSNL has stood like a rock in the event of any natural calamity and also in serving remote and tough terrains where private sector do not prefer to venture out. Despite challenges from all quarters in the telecom industry, it has been able to contain sliding trend of its market share and is striving day in and day out to increase it further.

2. In Order to strengthen the Business Areas, in the recent past a decision had been taken to re-designate the JAG level officers of ITS Group A as General Manager (GM) on entrustment basis. As a result it has come to notice that despite re-designation as GM, functionally, they are still reporting to PGM/GM of the Business Area to whom they are attached. This practically results reporting of one GM to another PGM/GM of the Business Area which result in considerable delay in execution which can be avoided because such SSAs are now headed by GM(re-designated) and not TDM.

3. Accordingly, it has been decided by the Competent Authority that such SSAs where the officers who are re-designated and deputed as GM, are reporting to **GM level Business area head should be declared as a business area** itself for more effective execution of scheme and projects and be made operational w.e.f. **01.04.2019** or the officers of GM level may be withdrawn and DGM level officers may be deployed in such SSAs. Accordingly, circle heads are requested to send proposals for withdrawal of GM level officers from SSAs, if felt necessary, in view of above.

This issues with the approval of the Competent Authority.


(O N Tiwary)
DGM(Pers.-Admn)

Copy for information to:

1. The PPS to CMD, BSNL/PPS to All Directos, BSNL.
2. PS to CVO, BSNL.
3. PGM(ERP), Ghaziabad,ITPC
4. GM(Restg.), BSNL CO, New Delhi.