

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.