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

पी.के. पुरवार

अध्यक्ष एवं प्रबन्ध निदेशक

P.K. PURWAR

Chairman & Managing Director

No. 10-01 / C&M / 2023 / BSNL CORR. / Pt.

Dated: 10 / 11 / 2023.

Dear CGM,

You would appreciate that Enterprise Business is one of the high potential revenue earning segments of BSNL. To keep it in mind, it has regularly been emphasized that posting of sufficient staff in EB field teams with business acumen will surely play a crucial role and help in increasing BSNL's Enterprise Business.

On earlier occasions also it has been conveyed that great focus needs to be given on Human Resources in Enterprise Business as relationship building with customers is the key to success and quite important in EB. Therefore, CGMs have to post better and suitable employees with business acumen and in sufficient numbers, at least 4% of respective Circle's staff strength in EB.

I personally reviewed the staff strength as on 30.09.2023 (copy enclosed) and observed that % of EB staff in your circle is still less than the minimum benchmark of 4% of Circle's staff strength. Even some of the circles have EB staff strength less than the BSNL average i.e. 1.8%. Such a scenario may be detrimental in achieving the desired results in EB segment.

Hence, CGMs are again advised to review the position of staff posted in Enterprise Business in your Circles/ BAs and accordingly take necessary actions for posting of suitable staff to the extent of 4% of staff strength of circle by 31.12.2023 positively on immediate basis.

With best wishes.

Encl.: As above.

Yours sincerely,

(P.K. Purwar)

The Chief General Manager,
All Telecom Circles/ Metro Districts/ CNTx-N/ CNTx-S,
BSNL.

Copy to: GM(HR / Admin) of all Circles/ Metro Districts/ CNTx-N/ CNTx-S.

Zone	Circle	Total Staff in Circle as on 30.09.2023	Posting of Exclusive EB Staff		% of Total 30.09.2023	EB Portal Logins Not Created	No of KAMs having Nil Lead Counts
			As on 01.04.2023	Status as on 30.09.2023			
			Gold +Pt.	Gold +Pt.			
W	CG	616	9	14	2.3	5	0
	GJ	2976	28+19=47	33+21=54	1.8	0	0
	MH	3932	31+25=56	29+31=60	1.5	1	1
	MP	2222	12	27	1.3	0	5
West Zone		9746	80+44=124	103+52=155	1.6	6	6
E	AN	164	2	4	2.4	0	0
	AS	1504	8	16	1.1	2	0
	BR	2024	19	28	1.4	0	0
	JH	865	17	17	2.0	0	7
	KOL	1882	10+9=19	12+11=23	1.2	4	0
	NE-I	874	10	15	1.7	0	0
	NE-II	722	9	14	1.9	0	0
	OD	1144	23	26	2.3	6	0
	SIK	94	2	3	3.2	0	0
WB	1525	16	11	0.7	1	0	
East Zone		10798	116+9=125	146+11=157	1.5	13	7
S	AP	3081	31	39	1.3	1	0
	CN	1635	4+6=10	5+6=11	0.7	1	0
	KL	3442	64	72	2.1	3	0
	KT	3071	16+13=29	13+16=29	0.9	0	0
	TN	3436	25	37	1.1	9	0
	TS	2561	48+19=67	67+26=93	3.6	14	0
	CNTX-S	1090	6	13	1.2	8	-
South Zone		18316	188+44=232	233+61=294	1.6	36	0
N	HP	1342	18	22	1.6	9	5
	HR	1318	40	37+4=41	3.1	1	0
	JK	837	3	5	0.6	1	0
	PB	2300	35	63	2.7	0	2
	RJ	2626	50	81	3.1	52	0
	UE	3029	32	62	2.0	0	16
	UK	587	13	18	3.1	11	0
	UW	1787	14+3=17	26+5=31	1.7	3	0
	NCR-I	1427	33	48	3.4	-	-
NCR-II	26						
North Zone		15253	205+62=267	314+57=371	2.4	77	23
National		54113	589+159=748	796+181=977	1.8	132	36