



No.- BSNLCO-EBII/11(16)/1/2022-EB-II

Dated: May 22nd, 2023.

To

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

Subject: Posting of suitable and sufficient Staff in EB Sales on Exclusive basis, reg.

- Ref. 1. DO Letter from CMD BSNL No-BSNLCO-EBII/11(19)/2/2021-EB-II, dated 12.12.2022.
2. DO Letter from Director (Ent.) No-BSNLCO-EBII/12(11)/1/2022-EB-II, dated 19.09.2022.
3. BSNLCO-EBII/11(18)/1/2022-EB-II, dated 03.10.2022.
4. BSNLCO-EBII/11(16)/1/2022-EB-II, dated 20.04.2023 & 25.04.2023

This office has been regularly pursuing with the circles for suitable and sufficient staff in EB Sales for better performance in Enterprise Business. DO's from CMD BSNL and Director (Enterprise) have also been sent in this regard. This was also one of the key takeaways in the recent HoCC. Due to slow progress in the posting of the staffs in EB Sales, CMD BSNL addressed the CGMs in the EB review VC on 19.05.2023. He emphasized 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 are to post better and suitable employees with business acumen and in sufficient numbers, at least 4% of respective Circle's staff strength in EB. As per current EB staff posting details, less than 2% of staff is posted in EB Sales. Accordingly, the CGMs/ BA heads are required to post-

- o **Minimum 3% of total staff in EB Sales by 31.05.2023 and**
- o **Minimum 4% of total staff in EB Sales by 31.03.2024**

Also, as per this office letter dated 03.10.2022 (Ref. No. 3 above), *postings of staff up to DGM level in EB at Circle level may be decided by a Selection Committee comprising of the concerned CGM, PGM/GM EB and PGM/ GM HR. Similarly, posting of staff up to AGM level at BA level may be decided by a Selection Committee comprising of concerned BA Head, DGM HR and IFA. It will ensure quality man power selection having EB acumen.*

Hence, staff is to be posted in EB Sales as per above and report in this regard is to be submitted in the following format:

Circle	Total Staff Strength in Circle	Platinum / Gold Unit (separately)	No. of Staff Posted for EB Sales as on 30.04.2023	No. of EB Staff Posted in EB Sales as on 31.05.2023	% of exclusive EB Sales Staff w.r.to Circle's Total Staff	Remarks, if any
		Gold				
		Platinum				
		Platinum+ Gold				

Data must be as per EB portal i.e., all EB Sales Staff posted in Circle is also to be updated in EB Portal. Compliance report may be sent on email eb2bsnlhq@bsnl.co.in /gmail.com by 02.06.2023 as the is to be submitted for perusal of CMD BSNL and also in the next EB review VCs.

(N. K. Goel)
PGM (EB-II)

BSNL CO, New Delhi.

- Copy to: 1. CMD BSNL – for kind information.
2. Director (Enterprise) - for kind information.