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

Dated: April 25<sup>th</sup>, 2023.

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

To

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

**Subject: Posting of 5% 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(16)/1/2022-EB-II, dated 20.04.2023.  
4. BSNLCO-EBII/11(18)/1/2022-EB-II, dated 03.10.2022.

Posting of suitable and sufficient staff in EB Sales for better performance in Enterprise Business has been emphasized time and again. But while looking into the no. of staff posted in EB vis-a-vis Circle's total staff strength, it has been observed that in spite of deliberations during HoCC 2022, Monthly Zonal VCs and CMD/ Director Enterprise DOs (Ref. No. 1 & 2 above), Circles have still not posted sufficient number of staff in EB.

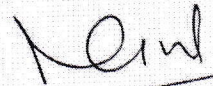
The matter again got thoroughly reviewed by CMD BSNL during recent HoCC in April, 2023 and duly communicated in Enterprise vertical's Key Takeaway points of HoCC (Ref. No.3 above) that at least 5% of the total Circle staff strength be posted exclusively for EB Sales by 30.04.2023. Further, in this regard, it is also requested to refer this office earlier letter dated 03.10.2022 (Ref. No. 4 above) vide which it was conveyed that:

**Section of Staff for EB Team:** The 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.

Accordingly, the Circles are to post at least 5% of the total staff Exclusively for EB Sales (NAMs/ KAMs). Staff having Enterprise Business acumen and as per guidelines in letter referred at S.No. 4 above is to be posted and the report in this regard is to be submitted in the following format:

Exclusive EB Sales Staff (NAMs/KAMS) Posting Status							
Circle	Total Staff Strength in Circle	Platinum / Gold Unit (separately)	No. of Staff Posted for EB Sales as on 31.03.2023	Additional EB Sales Staff posted by 30.04.2023	No. of EB Staff Posted in EB Sales as on 30.04.2023	% of exclusive EB Sales Staff w.r.to Circle's Total Staff	If EB Sales Staff <5%, then reason for delay & target date to post 5% Staff exclusively for EB
		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](mailto:eb2bsnlhq@bsnl.co.in) /gmail.com by 01.05.2023 as the same shall be reviewed at the level of CMD BSNL in the EB review meeting on 10.05.2023.

  
(N. K. Goel)  
PGM (EB-II)  
BSNL CO, New Delhi.