



NATIONAL TELECOM EXECUTIVES' ASSOCIATION (NTEA)

(An Association of Telecom Executives in BSNL/MTNL)

Reg.No.:NGP/4994 (Under Trade Union Act, 1926)

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No. NTEA / CHQ /CMD/2010-11/ 01

Dated, 3rd May 2010 .

To

**The CMD,
BSNL, Bharat Sanchar Bhavan,
New Delhi – 110001.**

Sub: - Change in Designation of JTOs/SDEs .

Ref: -No. 9-2/2007-Restr. Dated 05.09.2008.

Dear Sir,

BSNL management has started restructuring activity and converted itself to align with business segments like CFA, CM, EB and New Business. The various Initiatives schemes like Project Udaan, Dosti, Kuber etc to spur the growth of BSNL. The access and collaboration with the customers is of prime importance in the fierce competitive market. So BSNL is compelled to adopt the transformation exercise and created the nomenclature like NAM, KAM, CRM, ROLL OUT MANAGER, TEAM LEADER etc to reflect the true change requirement of BSNL both inside and outside.

The change of designation for JTOs/SDEs has not been executed in totality. It has been already highlighted in Joint Committee meeting by NTEA. Further, it involves Zero financial burden to the BSNL management.

The words like JTO/SDE (in short JE/AE) sounded daily by thousands of executives and nonexecutives which make them remain in nostalgia. The partial change to Asst.Manager, Deputy Manager, restricting to Corporate Office alone will not make the true aspiration of "CHANGED BSNL". We, NTEA urge upon the management to change the designations of JTOs/SDEs preferably to AM/DM at all levels for the better feel and status of the executives in the eyes of knowledgeable and updating esteem customers.

With Warm Regards,

Sincerely Yours,

(THIPPESH Y.B)

Copy to: 1.Dir (HRD), BSNL Corporate Office, Bharat Sanchar Bhavan, New Delhi-01.
2.GM (SR), BSNL Corporate Office, Bharat Sanchar Bhavan, New Delhi-01.
3.GM (Restg), BSNL Corporate Office, Bharat Sanchar Bhavan, New Delhi-01.