

Job Interview	
Job title/ Designation	Executive Director (Co-ordination & Monitoring) – C&M
Job objective	Co-ordination activities in the company across business units and monitoring performance against the same, Conceptualization and implementation of flexible, agile and scalable systems for business and support processes and promotion of BSNL brand across all businesses
Reporting to	CMD

Key Responsibility Areas (KRAs)

- Co-ordination and Monitoring
- Articulation of overall business aspiration and five-year business plan for the company
 - o Mission and Vision
 - o Long-term and short-term aspirations and strategy
 - o Analysis on starting position
 - Strengths and weaknesses.
 - Competitive environment.
 - Regulatory environment.
- Formulation of Corporate strategy for key functions, in line with overall company strategy, such as
 - o Marketing strategy detailing out above-the-line marketing, below-the-line marketing, research.
 - o Public Relations strategy.
- Operationalisation of Corporate IT and Corporate Marketing strategies through multiple levers
- Formulation of policy for engaging services of external agencies (as and when required)
- Monitoring centralized vendors (as and when required) against pre-defined SLAs
- Ensuring compliance with regulations across all business units (CFA, CM, Enterprise, **AB**)
- Development of relationship and brand-value with regulator so as to influence outcome of key regulatory developments
- Undertaking acceptance testing of switching and transmission systems
- Creation of annual business plan for the company across business units (CFA, CM, Enterprise, **AB**) by liaising with GM (Business Planning) – CFA, GM (Business Planning) – CM, GM (Business Planning) – Ent, Executive Director (Ancillary Businesses) – **AB** and Head of Business Planning at Circle
 - o Financial targets – overall budget (revenue, capex, opex), profitability, etc
 - o Customer/ Market targets – # connections, churn, market share, ARPU, etc
 - o Operational targets – network roll-out & operations, customer service, etc
- Target-setting for Circles by liaising with GM (Business Planning) – CFA, GM (Business Planning) – CM, GM (Business Planning) – Ent, Executive Director (Ancillary-Businesses) – **AB** and Head of Business Planning at Circle
 - o Conducting Heads of Circle Conference (HOCC) for the same
- Creation of a robust CMD dashboard and company-wide MIS for effective monitoring of performance against business plan
 - o By business unit (CFA, CM, Enterprise, **AB**)
 - o By Circle
- Monitoring performance against business plan at Corporate level (by business unit and by Circle)
 - o Publishing quarterly reports on performance
 - o Sharing best practices across business units and Circles
 - o Outlining corrective actions that can be taken, if required
- Liaisoning with business units and Circles for smooth day-to-day operations
- Liaisoning with HR section for adequate staffing and training within Corporate Affairs section
- Development of employees to ensure continuous improvement in individual and company performance
- Encouraging a performance-oriented culture with emphasis on team-building and mentorship

Executive Director (Core Network)

Job overview	
Job title/ Designation	Executive Director (Core Network)
Job objective	Planning, roll-out, up-gradation and maintenance of all Core Network assets through coordination with Circles, Project Circles and Maintenance Regions
Reporting to	Director (EB)

Key Responsibility Areas (KRAs)	
<ul style="list-style-type: none"> • Domain Area - NTP, STP, ETP, NTR, STR, ETR, WTR, NETF • Operations and maintenance of all Core Network assets, defined as <ul style="list-style-type: none"> o Transmission media – up to local exchange (PSTN), up to DSLAM (data) o MPLS Core Network devices and MNGT, along with transport layer • Creation of long-term & short-term plan and budget for expansion and up-gradation of Core Network assets <ul style="list-style-type: none"> o Compilation of expansion plans submitted by each Circle o Liaisoning with other business units for synergy o Pro-active evaluation, testing and adoption of new technologies, based on Business needs o Competitor benchmarking • Formulation of policy for engaging services of external agencies (as and when required) for network expansion; up-gradation and maintenance • Engaging and monitoring centralized vendors (as and when required) for network expansion, up-gradation and maintenance, against pre-defined SLAs (liaisoning with relevant sections for the same) • Ensuring timely roll-out, up-gradation and back-integration of Core Network assets across Zones, in line with the overall network plan for BSNL • Managing relationships with vendors, suppliers, etc jointly with GM (Finance) – Ent • Managing operations and maintenance of all Core Network assets across Zones <ul style="list-style-type: none"> o Formulation of policy, issuing of instructions and fixing Quality of Service (QoS) parameters for operations and maintenance o Ensuring SLA adherence on operations of Core Network assets o Conceptualization, implementation and up-gradation of Network Operating Center (NOC) for detection of transmission faults o Ensuring inspection of Core Network assets on a periodic basis by liaisoning with CGM (Inspections) – CA at Head Office • Ensuring prioritized service for all enterprise customers (platinum, gold, silver) <ul style="list-style-type: none"> o Service delivery – commissioning of projects o Service assurance – fault detection and repair • Monitoring utilization of deployed network assets at Corporate level (by Zone) <ul style="list-style-type: none"> o Results to be incorporated into overall plan for network modification and expansion • Ensuring all existing and new leased circuits to enterprise customers and billed correctly through setup of modern, accurate and efficient process for leased circuit billing through the use of IT Systems and tools. • Liaisoning with Project Circles and Maintenance Regions for smooth day-to-day operations • Development of employees to ensure continuous improvement in individual and company performance • Encouraging a performance-oriented culture with emphasis on team-building and mentorship 	

Executive Director (Ancillary Businesses) – AB

Job overview	
Job title/ Designation	Executive Director (Ancillary Businesses) – AB
Job objective	Conceptualization, incubation and implementation of different Ancillary Business opportunities for BSNL. Development of Ancillary Business and evaluating expansion of company operations. Management of company's CEA Wings, Telecom Stores and Telecom Factories. Creating a work environment that encourages commitment and performance by ensuring employee growth and development
Reporting to	Director (CM)

Key Responsibility Areas (KRAs)
<ul style="list-style-type: none"> • Conceptualization and timely implementation of Ancillary Business opportunities for the company, such as Passive Infra Sharing w.r.t. ancillary businesses. <ul style="list-style-type: none"> o Liaisoning with relevant stakeholders within the company to identify new business opportunities and conducting business case for the same o Ensuring senior management consensus on the business case o Creation of a detailed implementation plan for Ancillary Business opportunities approved by the senior management o Ensuring timely implementation of approved new business opportunities o Ensuring successful development of new business opportunities such that they meet targets specified in the business plan • Creation of annual business plan for AB business unit by liaisoning with Corporate Planning & Monitoring – CA and financial plan by liaisoning with GM (Budgeting & Financial Control) – Fin, including <ul style="list-style-type: none"> o Financial targets – overall budget (revenue, capex, opex), profitability, etc o Customer/ Market targets – tenancy, # customers, etc o Operational targets – network roll-out & operations, customer service, etc • Advising administrative and production departments within BSNL on technical matters related to Civil & Building Works, Electrical, Architecture fields, Telecom Stores, Telecom Factories and Inspection & QA. • Formulation of policy for engaging services of external agencies (as and when required) • Engaging and monitoring centralized vendors (as and when required) against pre-defined SLAs • Ensuring timely production and distribution of equipment and materials at Telecom Factories, by liaisoning with PGM/GM (Material Management) – CA • Procurement of external projects from Government PSUs. • Liaisoning with HR section for adequate staffing and training within AB business unit • Development of employees to ensure continuous improvement in individual and company performance • Encouraging a performance-oriented culture with emphasis on team-building and mentorship