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

File No:- BSNLCO-COMN/11(15)/6/2024-RSTG

Date: 25 Sep 2024

To  
All CGMs, Territorial and Non-territorial Circles.  
All Unit Heads, BSNL Corporate Office

Subject: People Analytics/BSNL Samvad Mobile APP

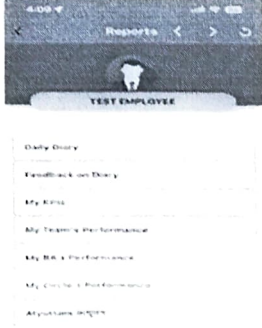
Reference is invited to Director HR letter No. Dir. (HR) BSNL Board/2024/Misc./02 dated 12 Sep 2024 vide which it was informed that with respect to our **officers/executives**, we are looking forward to incorporating their daily inputs through the **People Analytics App** for optimizing our operational processes, sharing information on their team's/BAs/Circle's performance and also celebrating and rewarding outstanding achievements of our teams. Inputs were invited from all the field units including recognized Unions & Associations.

The App has GONE LIVE on 18 Sep 2024 and in view of the inputs given by the GS of majority representative association and GS of support association of BSNL, it is conveyed that the App is hereby renamed as the **BSNL Samvad App**. Further, in view of the apprehensions expressed, it is clarified that:

- a) Target-setting or monitoring beyond the quarterly IPMS system is not envisaged.
- b) The intent of the initiative is to give each officer/executive an '**Official Voice**' whereby each executive can diarize the good work done for BSNL and also give feedback/inform of the constraints. Since maximum limit of 100 characters is insufficient for the same, a separate menu item titled, '**My Feedback**' shall be developed to facilitate feedback. **The feature will empower officers/executives to forward their views and concerns to their reporting officers.**
- c) **Further, EDIT option shall be introduced and the App shall be enhanced into a desktop version also, for better access.**
- d) Purpose of providing the facility of date-wise achievements against quarterly KPIs is to give each officer/executive an idea about the pro-rata targets so that they can plan their work better. **Weekly updating of achievements** is recommended (optional) so that we all can see how our BA or circle is performing.

Further, in partial modification of letter dated 18.09.2024, clause 2.1 (a) may be read as below:

**“2.1 People Analytics App Menu.**



a) **DAILY DIARY:** To log daily activity/ progress on tasks/KPIs assigned, in maximum 100 characters.

✓ **Activities related to Revenue, Sales, MTTR, Network installation and maintenance, Customer Experience and Govt Projects KPIs, may be clearly mentioned.**

**Only those executives who update diary entry above 90% days on duty, barring leave period, shall be eligible for Attyutam awards and gold medals notified vide letter 10.09.2024. FAQs will be issued in due course.”**

For any clarifications nodal officer may be contacted as below:

**DGM Restructuring**  
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This is issued with the approval of the competent authority.

  
Anja Johri  
PGM (Restructuring)

**Copy to:**

1. PPS to CMD BSNL
2. PS to All Functional Directors
3. CGM Kerala and PGM Pers, BSNL CO
4. GS, SNEA and GS AIGETOA