



File No.: BSNLCO-COMN/11(15)/5/2025-RSTG

Dated: 24.06.2025

To,  
All CGMs.  
BSNL

**Subject: Automation of KPI Achievement Assessment in IPMS.**

**Ref: This office letters dated 9.04.26 , 22.05.26 and 27.05.26**

I am directed to convey that the as part of the implementation of the revamped IPMS framework, the approved KPI framework for Circle Heads, Business Area (BA) Heads and Operational Area (OA) Heads has been onboarded in the IPMS system..

2. As part of BSNL's transition to a data-driven and objective performance management framework, it has been decided that 100% of KPI achievement assessment **for all executives shall be automated through IPMS, wherever feasible, based on system-generated data available from designated source applications.** Accordingly, achievement against approved KPIs shall be fetched automatically and reflected in IPMS, minimizing manual intervention and ensuring transparency, consistency, and objectivity in performance evaluation across the organization.
3. In this regard, the KPI framework for BA Heads and OA Heads, as approved and hosted in the Role & KPI Directory of IPMS, is enclosed herewith. The KPI framework has been aligned with the KPI structure applicable to Circle Heads (CGMs), with suitable target allocation at the respective organizational level.
4. All Circles are once again requested to ensure:
  - Correct role mapping of all executives in IPMS.
  - Timely and accurate updating of data in source systems.
  - Dissemination of the enclosed BA Head and OA Head KPI framework to all concerned officers.
  - Verification of KPI allocation and reporting hierarchy in IPMS.
  - Resolution of data discrepancies, if any, in coordination with the concerned Corporate Office verticals.
5. The KPI achievement generated through IPMS shall be treated as the primary basis for quarterly performance assessment. Manual assessment shall be restricted only to those parameters for which system-based measurement is presently not feasible.

This is issued with the approval of competent Authority.





  
(Santosh Dahiya)  
DGM (Restructuring)

**Encl: As above**






**CC to:**

1. PPS to CMD,BSNL
2. PPS to all Functional Directors, BSNLBoard.
3. CGM, ITPC for necessary action at his end for automation of populating IPMS achievements.

## OA Head KPIs with weightages and source

Roles	KPIs	Weightage (Illustrative)	Source	Remark
 CM Sales	# of active mobile customers added	10%	IN & CNMC	Customer to OA mapping to be completed on <a href="#">IN systems</a>
	% of active customers shifted to higher plan values (CM)	10%	CNMC	Customer-wise plan value report for each Retail Manager to be enabled on <a href="#">CNMC</a>
 CFA Sales	# of active FTTH Connections	10%	FMS & DSCM	
	% of customer upgraded to higher plan values (FTTH)	10%	FMS & DSCM	Customer-wise plan value report for each BBM to be enabled - <a href="#">FMS &amp; DSCM Portal</a>
 EB Sales	# of net LC additions	10%	EB Portal	LC to OA mapping exercise to be completed, BA exists - <a href="#">EB Portal</a>
	% of bandwidth upgrades	10%	EB Portal	
 Network QoS Improvement	Composite Uptime (BTS, OLT & Media)	20%	CNMC & FMS/DSCM	Each metric to be tracked separately from different IT Systems
	Composite MTTR (BTS, OLT & Media)	20%	CNMC & FMS/DSCM	

## BA Head KPIs with weightages and source

Roles	KPIs	Source	Weightage (Illustrative)
 CM Growth	CM BA Revenue (in Lakhs)	SAP-FICO	10%
	# of active customers added <sup>1</sup> (units)	IN & B&CCS	10%
 CFA Growth	CFA BA Revenue (in Lakhs)	SAP-FICO	10%
	# of active FTTH connections added	FMS DSCM	10%
 EB Growth	EB BA Revenue (in Lakhs)	EB Portal	20%
 Network QoS	Composite uptime % (BTS, OLT & Media)	CNMC, CFA CRM & Transnet	15%
	Composite MTTR (BTS, OLT & Media)	CNMC, CFA CRM & Prabal Plus	15%
 Financial Performance	% of ABF collected in Quarter	SAP-FICO	10%

Note: KPI weightage to change depending on BA category : Build, Defend, Accelerate & Harvest

1. Active customers - GP1 and GP2 customers