



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

Dated:29.10.2024

To,

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

Subject: BSNL Samvad APP and Atyuttam Awards – regarding.

BSNL Samvad Mobile APP went live on 18 Sep 2024 with features customized in consultation with Recognized and Support Associations of BSNL, thereby pioneering a new era of employee ownership and participation.

In continuation of letter even number dated 25 Sep 2024, it is informed that:

- a) **'My Feedback'** feature is now available, whereby each executive/officer of BSNL now has an **Official Voice** whereby he/she can give **feedback/ideas/suggestions** to higher officers directly. It may be ensured that the issues raised, pertain to the domain/area of authority of the officer to whom feedback/suggestion is being given and that the prescribed code of conduct is adhered to, at all times.
- b) **EDIT** option has been introduced in **My Diary** feature. **COMMENTS** (up to 50 characters) option in Atyuttam Blog is also now available.
- c) **My KPIs, My Team, My BA and My Circle** has been re-designed to depict data of all quarters of FY 2024-25. Entry of date-wise achievements against pro-rata targets is a **work-planning tool** and Circle/BA/Unit heads may encourage their use, especially for KPIs such as SIM sale, FTTH sale, etc.

2.0 Atyuttam Blog Portal.

2.1 BSNL Foundation Day.

All circles posted blogs on BSNL 25th Foundation Day activities on Atyuttam portal, which, included media coverage and innovative ways of reaching out to customers. I am directed convey that CMD and Directors of BSNL Board have painstakingly gone through each entry and while appreciating the enthusiasm of all circles, have awarded gold and silver medals as below:

	Category	Circle	Award	BSNL Day Activities
1	Category 1 (Large)	Kerela	Gold Medal	Rallies, Processions, Bus and boat campaigns, painting competitions, football tournaments, press conference, Posters in CSCs, Flash Mobs
		Karnataka	Silver Medal	Marathon, T-shirts, Wall Carvings, rallies, orphanage home, FTTH product awareness camps, Painting Competitions, Social Media Buzz.
2	Category 2 (Medium)	Rajasthan	Gold Medal	Door to door marketing, Engagement with VIPs and EB customers (Gupshup Platform), DSA program, Idea competition, painting competition, cultural program and medical program.
		Punjab	Silver Medal	Walk-A-Thon, Road shows, cycle rally, tree plantation, employee and customer engagements, Eye camp, e-magazine.
3	Category 3 (Small), Core Network Circles and Specialized Circles	Chhattisgarh	Gold Medal	Selfie zone in CSC, advertising balloons in CSC, EB customer engagement, Service on Wheels, rallies, media coverage, promotional offers, PRBT and SMS campaigns.
		Himachal Pradesh	Silver Medal	4G Outreach program, sketch competition, tree plantation, press conference, print media coverage, blood donation camps

- Appreciation is conveyed to all employees of the above circles for marking the 25th Foundation Day of BSNL in such an outstanding manner.
- Further, the entries shall be printed in the Annual '**Atyuttam Award Magazine**' of BSNL, spotlighting the outstanding efforts.

2.2 Q3 Atyuttam Awards.

Taking forward the celebration of outstanding efforts of our teams, Q3 Award categories for circles and BAs, as determined by the Vertical Directors from ongoing critical/priority projects and KPIs, are announced as below:

Table 2 – Circle Award Categories

Vertical	Category
CFA	Top Net FTTH Customer Growth strategy
CM	Best QoS in 4G strategy
HR	Top rental and sale revenue (Land Monetization) enhancement strategy
EB	Top New Private Sector Business Growth Strategy
Finance	Top EBITDA improvement strategy

Table 2 – BA Award Categories

Vertical	Category
CFA	Top improvement in FTTH ARPU strategy
CM	Top Mobile Customer Retention Strategy
HR	Popularization of Diary Entry by executives in BSNL Samvad App
EB	Top LC Provisioning and Uptime Strategy
Finance	Top outstanding debt recovery strategy

Entries from circles and BAs will be accepted up to 18.11.2024 and the subject of the blog post should mention the **Circle/BA, Vertical and Award Category** clearly.

It is informed that the awards will be declared in February 2025, based on the **effectiveness** of the submitted strategies. **All circles and BAs are urged to participate enthusiastically as each strategy shared, will add to our combined wisdom for achieving the desired results with respect to the critical KPIs/priority projects.**

This is issued with the approval of the competent authority.


(Anita Johri)
PGM (Restructuring)

Copy for kind information please to :

1. PPS to CMD, BSNL
2. PS to all Functional Directors
3. PGM(Pers.), BSNL CO
4. GS SNEA and GS AIGETOA