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Government of India
Ministry of Communications
Department of Posts
Mail Operations Division

Dak Bhawan, New Delhi
Dated: 25.10.2021

To
The Chief Postmasters General,
All Circles.

Subject: Monitoring of delivery performance through Postman Mobile App-reg.

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This is regarding monitoring the performance of circles in respect of articles delivered through Postman Mobile App (PMA).

2. At present monitoring of various parameters such as device/ office registered & utilized, articles issued / delivered, etc. are done through reports already available on **mis.cept.gov.in portal**. The portal can be accessed both, on the open internet and sify connectivity.

3. In order to ensure effective monitoring of the PMA performance, following objectives and connected reports are outlined so that circles can give a clear direction to the field units to improve the performance of PMA on all parameters. The functional objectives, measurement methodology and report names are listed below:

(i) Objective: Capturing 100% delivery attempt scan (both Delivered & Undelivered scan) of all accountable articles by postmen at HO/SO/BO

Measurement methodology: count of articles sent out for delivery through the beats (source CSI-DPMS) Vs Count of articles handled through PMA

Report Name: **PMA App Utilization**

(ii) Objective: All registered devices are utilized on all days

Report Name: **PMA Unutilised Devices** - It gives the details of devices not used i.e zero articles scanned through the device. This report is available for a particular date or a date range.

Report Name: **PMA Registration & Utilisation** - Gives the details of delivery offices, PMA device registered offices, list of registered devices and how many devices were utilized. This report is available for a particular date or a date range. Classification of Departmental and BOs are available.

(iii) Objective: All Delivery offices are supplied/provisioned for PMA device.

Report Name: **PMA unregistered offices:** Gives the details of the delivery offices where no PMA device is registered. Classification of Departmental and BOs are available.

(iv) Objective: Assess the performance of a particular beat/all the beats of any office(HO/SO/BO) on a particular day

Report Name: **PMA Beat Delivery report:** Gives the count of total articles handled- successfully delivered and undelivered, reasons for non-delivery, article numbers for which delivery attempt was made, location at which the delivery attempt was made, distance from the concerned delivery office, start and end time of the delivery attempt, minimum and maximum distance covered.

5. In order to ensure effective utilization of PMA, following issues are to be kept in view for strict compliance:

(i) Delivery Attempt, by the delivery staff i.e Postman / GDS MD/ etc, of all accountable articles received for delivery must be through PMA. Presently about 50% articles are being handled through PMA, at pan India level on a monthly basis. Only a few circles are handling nearly 60-70 percent of the articles received for delivery through PMA.

(ii) In order to improve the performance of delivery attempt scan through PMA, all articles received for delivery before the postmen go out for delivery must be invoiced and issued to the delivery staff through the CSI-DPMS module and the delivery staff must attempt the delivery (i.e delivered and undelivered scan) through PMA.

CEPT will be providing an additional report of the count of articles received for delivery in the office and delivered through PMA in the dashboard to help the circles to ensure that **all articles received at a delivery office are invoiced and all invoiced articles are handled through the PMA**.

(iii) Device utilization in both departmental post offices and branch post offices should be increased. Faulty devices should be repaired wherever feasible..

(iv) Training sessions should be organized for the postmen and GDS to sensitize them to do the delivery attempt scans (delivered and undelivered scan) of the articles **ONLY at the doorstep of addressees.** It has been observed that in many cases postmen scan the articles either in the post office itself or from one location. This defeats the very purpose of the PMA which has the feature of capturing the geo-coordinates of the delivery locations for any future reference.

(v) The name of the person to whom the article is delivered should also be captured in the App.

6. Effective utilization of PMA will have the following advantages:

(i) For successful delivery: the time, location, and the name of the person to whom the delivery is made gets captured.

(ii) For unsuccessful delivery: the time, location and the reasons for non-delivery gets captured.

(iii) For the customers, the delivery attempt details listed above are available REAL TIME on the track and trace on the India Post Portal.

(iv) For BNPL customers, the delivery attempt details are available on SFTP and API platform.

7. In order to ensure effective monitoring of the utilization of PMA, the Quality Monitoring Cells (QMC) at circle, regional and divisional levels, must log on to PMA portal every day and analyze the performance of delivery post offices/beats.

Request all Heads of Circles to hold workshops at divisional / post office levels to disseminate the objectives and advantages of PMA and the impact of its implementation in improving the delivery of mail across the country.

(Ajay Kumar Roy)
DDG (Mail Operations)