

ACHIEVEMENTS MADE BY INDIA POST IN THE LAST Five YEARS

India Post is the largest postal network in the world. It provides postal facilities within reach of every citizen in the country through its vast network at affordable prices. From 23,344 post offices at the time of independence to 1,55,035 post offices as on 31.3.2008 (1,39,173 Post Offices are in rural areas and 15,862 Post Offices in urban areas), India Post has made a long journey. It is credited with the largest postal network in the world with one post office serving 7174 people and covering an area of approximately 21.2 sq. kms.

The major achievements of the Department of Posts in the last five years are summarised below:

I. TRANSFORMING INDIA POST WITH PROJECT ARROW

The New Logo of India Post has been launched on 23rd September, 2008 at New Delhi. The new logo presents India Post as a forward looking and modern organization, carrying emotion and expressions. With the launch of the new logo, India Post aims to create a new and vibrant image of India Post, as a customer friendly and efficient organization.

Rebranding and revitalising of 500 post offices was completed in December 2008. Another 4500 post offices have been taken up.

II. FRANCHISEE

There is a change in strategy of the Department regarding expansion of the Postal Network keeping in view the growing economy of the country. The need for postal services is being met through opening of franchised outlets. So far, 350 franchised outlets have been opened. Another 9000 village post offices have been supplied with upgraded infrastructural equipments.

III. IT INDUCTION – COMPUTERISATION & NETWORKING

Rapid induction of information technology has not only changed the way Post Offices do business the world over, but also the businesses that the Post Offices do. The computerisation programme started in the 8th Plan. Major strides were made in the last five years and presently about 10000 Post

Offices have been computerised. 1200 Offices have been networked so far with the National Data Centre.

IV. **NEW MAIL PARADIGM**

With rapid economic growth and technological advancement, the mail profile in India Post has changed substantially with increase in volume of mail in Business-to-Customer (B2C) and Business-to-Business (B2B) segments. To be in line with this transformation, India Post has designed a new mail paradigm whereby technology would be leveraged to create focal points for expedited processing and delivery of mails.

Mail Business Centres

Mail Business Centres (MBCs) have been conceptualized by Department of Posts in 2006 as a key component of the New Paradigm for Mail Management, which seeks to change the way mail management has been traditionally approached. In the new context of expanding Courier, Express and Parcel market in India, MBCs are envisioned as frontline business wing of India Post offering one stop solution for varied mailing needs of the customers. MBCs with state-of-the-art technology and modern mailing tools are being designed as an integrated mail business-hub undertaking the task of collection, processing and delivery of (bulk) mail. So far 161 Mail Business Centres have been designated in the country.

A **dedicated freighter aircraft** for carriage of mail, parcel and logistics to and from the North Eastern region operating six days a week on Kolkata-Guwahati-Imphal-Agartala-Kolkata Sector was started from 29th August, 2007. The freighter is a converted Boeing 737-200 aircraft, wet-leased from Indian Airlines (Now Air India) which can carry a payload of approximately 14 tonnes. This service has provided good business opportunities to the entrepreneurs in the North Eastern States of India. Aircrafts for two more routes connecting the metro cities have been approved.

V. **PREMIUM SERVICES**

One India – One Rate (Rs.25) for all Speed Post articles weighing less than 50 gms was introduced. The revenue from premium products almost doubled from Rs.747.25 crores in 2003-04, to Rs.1306 crores in 2007-08.

One of the premium products, Speed Post, which is covering more than 1200 towns is now having a market share of 27% in the courier segment, with an increase in revenue from Rs.298 crores in 2003-04 to Rs.578.28 crores in 2007-08.

Logistics Post & Logistics Post Air

Logistics Post which was introduced in 2004, have been extended throughout the country.

Bill Mail Service

Bill Mail Service was introduced in 2004 to meet the requirements of rapidly growing needs of financial and services sector. Revenue in 4 years of operation have increased from Rs.19.35 crores to Rs. 137.33 crores, an increase of nearly 600%.

VI. BANKING & INSURANCE SERVICES

India Post is aggressively pursuing the objective of the Government for financial inclusion of the rural masses through its vast network. The total number of accounts with the post office has increased from 14.23 crore in 2003-04 to 17.47 crore in 2007-08. The number of Rural Postal Life Insurance policies has increased from 26.66 lakh in 2003-04 to 61.68 lakh in 2007-08 showing a rate of growth of 40% per annum. About one crore persons have been insured under the rural postal life and postal life insurance schemes. Higher bonus have been paid to insurants in rural areas.

300 Postal Finance Marts as 'One Stop Shop for Financial Services' were opened.

National Rural Employment Guarantee Scheme (NREGS)

The Department of Posts has been given the responsibility to disburse the wages through post offices through Post Office Savings Bank account in the name of NREGS beneficiaries. Starting with Andhra Pradesh Postal Circle in 2005, the payment of wages under NREGS is currently operational in 19 Postal Circles comprising of 21 States. The scheme is operational through 85,000 post offices (including HOs/SOs/BOs). Nearly 2.25 crore NREGS accounts have been opened and the amount disbursed is approximately Rs.4000 crores.

Old age pension

Old Age Pension is being paid through Post Office Savings accounts in Bihar, Chattisgarh, Jharkhand and Madhya Pradesh, and through Money Order in Himachal Pradesh, Gujarat, Rajasthan and Tamil Nadu.

Rs.1100 crores disbursed through post offices to beneficiaries under Indira Gandhi National Old Age Pension Scheme.

Tie-Up With SBI

India Post has tied up with State Bank of India on 29th June 2007, to sell its assets and liability products through identified post offices. Initially, the scheme was started in five states of Tamil Nadu, Andhra Pradesh, Karnataka, Maharashtra and Jharkhand. It was later extended to 10 States on a pilot basis. The total assets products sold so far amounts to Rs.464.84 lakhs and total liability products sold through post offices amounted to Rs.1415.57 lakhs through identified post offices. The scheme is extended to 5000 post offices throughout the country.

Tie-up with NABARD

The Department of Posts in collaboration with NABARD is providing the facility of micro-credit to Self Help Groups (SHGs) through mutually identified post offices on agency basis. The corpus fund for implementing this project is given by NABARD in appropriate instalments. The pilot is in operation in five districts involving seven divisions of Tamil Nadu Circle. So far, 3000 SHGs have been provided with loan benefiting 51,000 women.

VII. MONEY REMITTANCE SERVICES

iMO

An on-line domestic money transmission service called iMO intended for a market clientele which desires assured time related money delivery, was launched in January 2006. It enables the customer to receive money in minutes from any of the post offices providing this service. Under this service, a person can send amount from Rs.1000/- up to Rs.50,000/- in one transaction.

eMoney Order (eMO)

The money order system is being revamped to utilise the full potential of the technology induction in the Department. The electronic money order, which has been launched in October 2008, facilitates transmission of ordinary money orders through electronic media. eMO have the same tariff structure as the existing money order service.

Electronic Clearance Service (ECS)

The ECS provides an electronic method of effecting payment to its customers. The Department is offering Electronic Clearance Service in all 15 locations of the RBI and 21 locations of the SBI for payment of monthly interest under Monthly Income Scheme.

VIII. e-ENABLED SERVICES

The strong IT base of the Department has enabled it to offer a number of e-enabled services, catering to a varied customer base.

e-Payment

e-Payment is a 'Many to One' service through which bills (telephone, electricity, municipal dues, taxes etc.) are paid by customers in Post Offices which are then electronically consolidated and paid to the service provider. The service is presently available in about 5,700 Post Offices across the country and will soon be extended to all 9693 computerized Post Offices.

e-Post

For a large segment of customers not having access either to computer or the Internet, India Post started the e-Post service on 30th January 2004 aimed at bridging the digital divide in the country. e-Post transmits physical messages through electronic system as an e-mail and the message is printed and delivered anywhere in India as a letter. This facility can also be utilised by corporate customers.

IX. RETAIL SERVICES

- a) In a tie up with Ministry of External Affairs, Passport applications are accepted in all the Speed Post Centres in India.
- b) In a tie up with UPSC, the applications for examinations are sold from Post Offices.

- c) In keeping with our policy of leveraging the postal network for greater public good, an MOU was signed between India Post and Ministry of Railways on 31.7.2007 for sale of railway tickets through the post offices.
- d) Sale of gold Coins tie up with Reliance Money Limited has been launched on 14th October 2008 to the customers on commission basis as a part of retail post in selected Post Offices.
- e) In a tie up with BSNL/MTNL and other telecom companies in some places, address verification work is carried out by postmen.
- f) India Post also assists in census operations for the Registrar General of India, and checking of addresses, etc., for Election Commission of India.
- g) India post has tied up with Forward Markets Commission to provide commodity prices tickers in about 500 post offices, especially in rural areas.

X. **LEVERAGING OF THE POSTAL NETWORK**

On Line Acceptance of RTI Applications

The Department of Posts has been assisting other public authorities under the Central Government in implementing the RTI Act by providing services of its designated Central Assistant Public Information Officers (CAPIOs). For this, Sub Post Masters at Tehsil level act as the Central Assistant public Information officer (CAPIO) for accepting RTI requests and appeals from all central Government Departments. The Department has designated 3800 Post offices as receipt points for applications under RTI. At present, several Central public authorities are availing services of the Department. An RTI software has been got developed through NIC to register applications, appeals, and to generate required reports and returns.

XI. **INTERNATIONAL RELATIONS**

To improve quality of international mail processing, all Foreign Post Offices and Sub Foreign Post Offices have been computerised under 10th Five Year Plan. International Parcel Post Hubs have also been established at Delhi, Mumbai and Kochi for specialised handling of parcels.

International Electronic Money Order Service

India Post is in the process of replacing paper based international money order service with Electronic International Money Order Service through IFS software of Universal Postal Union. This service will ensure

speedy, secure transmission of international money orders with up to date accounting procedure. A bilateral agreement was signed between India and UAE on 2nd January, 2008, for exchange of Electronic International Money Order and the service was launched with effect from 26th April, 2008. Initially, the service is being offered from UAE to India through all head post offices in Delhi, Mumbai, Chennai, Kolkata, and State of Kerala covering 97 head post offices.

XII. **GLOBAL BUSINESS**

To meet the demands of its customers and to fuel its own ambitions of growth, it has become imperative for India Post to look at business beyond the national boundaries. A Global Business Division has been set up in the Department of Posts to provide focus to its international operations and help India Post emerge as an organisation with worldwide capabilities.

The alpha version of the India Post Global Business portal was launched on 29th May, 2008 to offer efficient and modern postal services to its customers, upgrade existing services and enable better system to system handshakes with India Post's international partners and provide information to the public on international services of India Post. It will form the basis of a series of internal consultations through which the portal will be developed.

India Post has launched Joint International Express Product Service in collaboration with Deutsche Post World Net. The articles are booked by selected post offices for delivery in about 200 countries around the world using the DHL network.