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THE CONTRIBUTION OF THE INDIAN POSTAL DEPARTMENT IN THE DEVELOPMENT OF BUSINESS COMMUNICATION

Dr. Durga Anil Pande

**Assistant Professor , Seth Kesarimal Porwal College of Arts and Science and Commerce,
Kamptee, Dist. Nagpur.**

ABSTRACT

India Post, formerly known as the Department of Posts, is India's state-owned postal delivery service. The first postal service to be started in the country was started in 1788 by a member of the East India Company. While India Post is still primarily concerned with package and parcel delivery, its other services include remittances (money orders), small savings schemes, life insurance coverage, and providing retail services such as bill collection, sale of forms. India Post also distributes pension payments, handles identity card and passport applications, and has India Post ATMs.

Both the vast expanse covered by India Post and the many services it offers means it plays a vital role in the governance of the Indian state. Many people in India use the service provided by India Post and hence also ship their parcels with India Post as a result. This means that India Post is extremely popular. Today India Post offers domestic and international shipping options along with a Speed Post service, which is exclusively used for e-commerce shipping. India Post also often handles parcels that have been shipped from other countries and have arrived in India. Postal services are of great importance to the general public, especially to trade. This research paper has been written to find answers to the questions that what is the Contribution of The Indian Postal Department in The Development of Business Communication, what is the importance of Indian Postal Department for the Indian society and business, and What are the services provided by Indian Postal Department for the communication.



KEYWORDS: Business Communication, Indian Postal Department, Post Offices, Postal Services, Commercial Conveyance .

DATA COLLECTION METHOD USED FOR RESEARCH:

This research depends on secondary data like newspapers, books, magazines, reports, and websites.

The Objective of Research:

- 1) To study the Contribution of The Indian Postal Department in The Development of Business Communication
- 2) To know the importance of Indian Postal Department for the Indian society and business
- 3) To study the services provided by Indian Postal Department for the communication.

INTRODUCTION:

India Post is moving away from its traditional image and emerging as a society committed, technology-driven, and visionary organization. There is a vast network of 1,55,015 post offices spread all over India out of which 1,39,144 are in rural areas, which is the largest network of post offices in the world. To meet the demand of the places where the Department of Posts has not been able to open post offices, the services of 850 post offices are being provided so far. This mechanism is not only helping in fulfilling the social responsibility of providing essential postal services to all citizens but is also acting as a catalyst for economic activities in these areas. The Indian Postal Department is making a significant contribution to the development of commercial conveyance. By progressive use of computers and putting in place one-stop connectivity, the Post Office is providing a unified means of sending retail products and other services through India Post. There has been a substantial increase in the expansion of the postal service as a transformed postal form from consumer to business and business to other business places. The expectations of common people in terms of services and facilities are increasing continuously and this is changing the economic scenario. Governments and corporate sectors have been using the vast network and credibility of India Post to reach out to the common people.

The various services provided by the post office are called postal services. These include bringing or carrying letters and parcels, arranging for sending money, accepting deposits, and getting life insurance. Mail service is the process of taking letters and parcels from the sender to the recipient. The post office provides mail service through postcards, envelopes, inland letters, parcel post, book post, etc. It also provides special postal services like Certificate of Post, Registered Post, Insured Post, Speed Post, Trusted Post, etc. Money can be sent from one place to another through the post office's money transfer service. Through its money order or postal order service, people can send money to the rate locations. People can get their life insured through Post Office Life Insurance and Rural Post Office Life Insurance Schemes. Post Office promotes business transactions through schemes like VPP, Business Reply Card, Media Post, Express Post, Business Post, Express Money Order, Post Box, Post Bag, etc. Importance of postal service It is a cheap means of communication. This encourages savings, through which money can be sent at a low fee. This encourages trade and distance education. Private couriers also provide mail services across the country in their way. They provide the service of quickly collecting and distributing letters, parcels, etc.

The availability of postal services helps in the growth and expansion of internal and foreign trade. By correspondence business, inquiries are made and business deals are made. Orders are placed through post only; information is given about sending the goods. Letters are written for payment. Cheques, drafts, and valuable documents are also sent by post. Valuable documents can also be insured by registered post. So that any loss caused during the transit of post can be compensated for it. Mail-order business is completely dependent on mail and parcel sending service. Open schools, open universities, and other institutions imparting distance and correspondence education provide education to the students by sending education material by post. They establish contact with all the students through the post office. With this, students living in remote areas can also take education without going to classes.

Postal mail services are available at a lower rate than any other means of communication. Newspapers and magazines have a large circulation and can reach far-flung villages due to postal services. This is mainly because newspapers and magazines can be sent by post at discounted rates. People with simple income are encouraged to save by depositing money in various small savings schemes run by the post office. Apart from this, saving in National Savings Certificate and Public Provident Fund, etc. through the post office gives exemption from income tax. Rewards are also given to those who deposit savings in post offices. Send money securely at low rates The cheapest and most common means of sending money is a money order, which is through the post office. If money is to be sent quickly, it can be sent via wire money order. Another means of transferring paddy is through postal order. Post offices are also located in far-flung places. That is why money transfer become convenient.

The Contribution of The Indian Postal Department in The Development of Business Communication:

A round table conference of all stakeholders was held recently to discuss the theme of 'Partnering India Post: 2012 and onwards'. The objective of organizing this conference was to enable the post offices to play a greater and more effective role in the social and economic development of the country. This will help the Department of Posts to develop the business model of the future and integrate it with the technological infrastructure of the India Post 2012 project. Around 70 delegates from Banking, Insurance, Telecom, FMCG, Information Technology, E-commerce, Logistics, Publications, Financial Institutions, Government Ministries and Departments, Industrial Associations, Academic Sector, etc. as key stakeholders participated in the Round Table Conference. and discussed realizing the India Post 2012 project and forging a strategic relationship with India Post. With a network of about 1.5 lakh post offices and its vast and comprehensive services including postal, logistics, finance, deposit, insurance, savings account, and retail operations, India Post can play a vital role in accelerating economic growth. Under 'Project Arrow' by redesigning the post offices, leasing three dedicated freight carrier aircraft, setting up 162 Postal Trading Centers and setting up of Automated Mail Processing Systems at Delhi, Kolkata, Hyderabad, Bangalore, Mumbai, and Chennai by upgrading the existing Automated Mail Processing Centers located in India, India Post is determined to serve the public faster and better by turning challenges into opportunities. Indian Postal Department is making a significant contribution to the development of commercial conveyance through some of the services provided below.

Postal Retail Service:

Indian Postal Department and Fabindia have partnered to benefit the consumer, which is a first-of-its-kind Public-Private Partnership. With the opening of its retail counters at major Fabindia stores, the Indian Postal Department proposes to provide hassle-free retail postal service to the consumers, thereby enabling the consumer to purchase Fabindia products and pack them for shipping not only within the country but also abroad. There will be a facility till dispatch. For booking of goods to the consumers, the postal personnel of Delhi Postal Circle will serve at the Fabindia counter only. The first retail service was started by the Department of Posts at Jawahar Vyapar Bhawan Cottage Emporium, New Delhi. This service launched with Fabindia is an extension of it in a way. With this, the customer gets facilities like speed post and registered parcel booking in the shopping complex itself.

Micro Credit Facility for Self Help Groups (SHGs):

Department of Posts in collaboration with NABARD will provide a micro-credit facility to Self Help Groups (SHGs) through identified Post Offices on an agency basis in association with NABARD. Later this scheme will be implemented in 23 states and union territories also. The total number of different types of accounts opened has gone up to 1.04 lakhs and total sales assets have gone up to Rs.17 crores. Department of Posts in association with NABARD is providing micro-credit facilities to SHGs through identified post offices on an agency basis. As an experiment, its work is being conducted in five districts. Seven divisions of the Tamil Nadu circle are being included in this. The assistance amount for this revolving fund has been increased to 3 crores. 1,200 SHGs are getting benefits from this scheme.

National Rural Employment Guarantee Scheme (NREGS):

The Post Offices of the Department of Posts have been given the responsibility of paying salaries to the beneficiaries of NREGS through the Post Office Savings Bank Account. This type of service has been started in 2006 from Andhra Pradesh Postal Circle. Salary payment under NREGS is presently applicable in 19 postal circles of 21 states. The scheme is being operated through one lakh post offices.

About 4.9 crores (5.04) accounts of NREGS have been opened since March 2011 (July 2011) and Rs 7300 crore have been disbursed during this financial year alone.

Sales Tax of Assets and Liabile Products:

India Post has tied up with the State Bank of India to sell its assets and liabilities products through designated post offices. Initially, the scheme was launched in five states. Later it was started in 23 states and union territories also. The total number of different types of accounts opened reached 1.04 lakhs and total assets sold reached Rs.17 crores.

Sale of Gold Coins: The sale of Gold Coins in association with Reliance Money Limited was started in October 2008 at select Post Offices. The scheme is available in 672 postal offices in 21 states.

Old Age Pension:

Old Age Pension is being paid through 20 lakh Post Office Savings Accounts in Bihar, Delhi, Jharkhand, and the North-Eastern States and through Money Orders in Jammu & Kashmir, Karnataka, Himachal Pradesh, Gujarat, Rajasthan, and Tamil Nadu.

Online Acceptance of RTI Applications: The Department of Posts is assisting other public authorities under the Central Government in the implementation of the Right to Information Act. It is providing services through Central Assistant Public Information Officers. Tehsil level Deputy Postmaster working as Central Assistant Public Information Officer and accepting RTI requests and applications. The department has designated 4000 post offices to accept RTI applications and forward them to the public authorities. For this, RTI software has been developed.

Railway Ticket Reservation:

At present, railway tickets are being sold from 170 places through post offices. This scheme will be extended to villages also.

Sale of Coolers:

India Post has tied up with M/s Godrej & Boyce Manufacturing Company Limited in Tamil Nadu for booking Thermo-Electric Cooler 'Chotucool' through all the State Post Offices. The scheme was launched on 12 August 2011.

Rural Price Index Data Collection:

Ministry of Statistical & Program Implementation has entrusted 1183 Post Offices of the country with the responsibility of collection of data for the determination of the Rural Price Index since October 2009. On a given working day the postmaster of the post office collects the prices of 185 to 292 items. The collected data is transmitted electronically to the Ministry of Statistical and Program Implementation. The postal department earned an income of Rs 7 crore 33 lakhs from this work.

Unique Identification Number:

The Department of Posts is trying to provide a complete solution in this matter by distributing Aadhaar numbers to all the citizens of the country. With a vast network of post offices, the Department of Posts is the only department that can provide all solutions related to Unique Identification Number. Unique Identification Authority of India, UIDAI aims to provide Aadhaar number to all citizens of the country. Through this vast network, it keeps its reach to every citizen of the country. Keeping this in

view the Unique Identification Authority of India (UIDAI) and the Department of Posts signed their first MoU on 30 April 2010. This agreement provides for print to post facility on Kolkata GPO, under which the UID, which stores the information of the resident, is printed. The Aadhaar number is delivered to the recipient in the country quickly through a large network. Thereafter a second agreement with the Department of Posts was signed on 18 September 2010 under which the Department of Posts agreed to act as the Registrar for the Unique Identification Authority of India (UIDAI). The Enrollment Agencies selected by UIDAI will look after the work of Enrollment Stations in the identified Post Offices. 3700 Post Offices in the country have been selected to provide an Enrollment Station facility. These stations will help in collecting demographic and biometric data of all residents and updating those data periodically.

Visa Related Services:

India Post has signed an MoU with M/s VFS Global to provide Visa related services to various countries through Post Offices. The MoU signed on August 30, 2011, outlines the broad understanding and intentions of providing visa-related services in places where these services are not currently available. The Post Office counters will be used for services related to the collection of fees, providing visa application forms, dissemination of information about visas, doing bio-metric registration, and other visa application procedures. India Post and VFS are striving in this direction to cooperate with the Indian Postal Courier Service, VFS Offices, and the concerned Embassies for speed post-delivery of passports and then to the applicants. Both sides will also explore the possibility of providing any other type of service so that India Post can provide services through the VFS Global Network on mutually acceptable terms and conditions.

ePost:

ePost is an unregistered hybrid mail designed for both retail and corporate customers. It provides electronic transmission of messages, which may include text messages, scanned photographs, images, etc., and their delivery in hard copy to the destination through postman/delivery staff. Presently the e-post booking facility is available in 13,000 (approx) post offices and is physically distributed through a network of more than 1.54 lakh post offices across India.

Aadhaar Enrollment/Updation Services:

India Post has set up Aadhaar Enrollment and Updation Centers at 13,352 centers across the country. The department has served more than 4 crore beneficiaries through the Aadhaar Enrollment/Updation service at 13352 centers and has earned revenue of about Rs.227 crore.

Gangajal: The department has distributed/sold 16.89 lakh bottles of Gangajal to the devotees in the last 4 years. **Pavitra Prasadam:** The department has tied up with more than 76 temples across the country to deliver the offerings at the doorsteps of the devotees.

Business Mail:

Business Mail is a complete mailing solution that provides an ideal complete mail solution from mail preparation to mail delivery for small businesses as well as large companies. Customers can choose from a range of cost-effective and professional mailing services to meet their specific business needs, including printing, serializing, inserting, sealing, and address writing. India Post has set up

Business Postal Centers in major cities specifically to handle consignments of business mail. Where the volume of mail is high, business postal services can also be established at the customer's premises.

Bill Mail:

Mails may be sent to the customers under this service by the communication service provider through financial statements, bills, monthly account bills, or any other similar means at least once in 90 days. The bill mail service does not include communication through letter mail or personal communication or other commercial promotional material.

Direct Post:

With the increasing commercial activity in India, the need for direct advertising by business organizations for their products and services is increasing. Direct mail, which can be defined as "a printed article designed to elicit a response from a carefully selected consumer or business market, usually containing a sales message or announcement". A powerful medium. In developed countries, direct mail is now a major part of the mail traffic handled by the postal administration. Direct mail can be addressed as well as unaddressed. Direct Post is the un-addressed component of Direct Mail and includes un-addressed mailing materials such as letters, cards, brochures, questionnaires, pamphlets, samples, promotional items such as CDs/floppies and cassettes, etc., as well as coupons, posters, mailers, or any other form of printed communication not prohibited by the Indian Post Office Act 1898 or the Indian Post Office Rules 1933.

Media Post:

Media Post provides a unique advertising opportunity to advertise your brand across the nation on postal stationery, letterboxes, post office buildings, etc.

Logistic Mail: Logistic Mail provides a cost-effective and efficient solution to business customers, managing the entire value chain from warehousing to warehousing, dispatch to delivery across the country.

FTL and LTL Services:

Customers can ship their goods in a single parcel or multi-parcel, either in full truckload (FTL) or in reduced truckload (LTL), as per their requirement. It is flexible and convenient. Logistics mail uses a specialized network for the transportation and delivery of packages and goods across the country. It transports goods by road, rail, and air and ensures the safe and timely delivery.

Logistic Post Offices:

Specialized Logistic Post Centers have been set up across the country to meet your dispatch and delivery needs.

Multi-modal transport:

The goods are dispatched by road, rail, or air as per the requirement of the customer.

Warehousing Services:

Warehousing option available to the customers for pre-departure/delivery storage.

Supply Services:

Order processing and order management solutions are also available that take a "gross business" approach. Logistics Post will streamline the entire logistics operations by providing 'Pick and Pack' facilities based on the specific requirements of the customers. Each consignment will be packed with the specific goods desired by the customer.

Reverse Logistics: Return services available under Logistics Post.

E-Payment:

E-Payment is an attractive option for businesses and organizations to collect their bills or other payments through the post office network. When businesses require the collection of bills and other payments from customers located in different parts of the country, the post office provides them with a simple and convenient solution in the form of e-payment. E-payment is a one-to-one solution that allows the collection of money (telephone bills, electricity bills, examination fees, taxes, university fees, school fees, etc.) on behalf of any organization. This collection is consolidated electronically using web-based software and payment is made by billers preferably through checks from the designated post offices. Information about payment and MIS can be accessed online by the biller. The MIS will have five fields of choice of the billers viz. Name, Telephone Number, Application Number, etc. The service is currently available through over 14,000 post offices across the country. At present, there is no such institution in the market with a wide contact area and established trust like the post office where the public can easily deposit all their bills in their immediate vicinity.

CONCLUSION:

The advanced and sophisticated form of the Indian postal system that we face today is the result of a long journey of thousands of years. The initiative was taken by the British 150 years ago to unite the postal system running in its way in different parts, giving a new look and color to the Indian post. But the postal system of the British focused on their strategic and commercial interests. After the independence of India, a new era has started to develop our postal system keeping the needs of the common man at the center. The planned development process has made India Post the largest and best postal system in the world. The Department of Posts has also played a historical role in nation-building and its utility remains constant. Today in this era of mobile, e-mail, and courier, at least for the youth of the metropolis, this red box of the post which is visible everywhere, may not have any special significance, but the truth is that the post is a heritage for Indians and It is an integral part of life.

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