



Federation of National Postal Organisations

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SIVAJI VASIREDDY

Secretary General

No: FNPO/Business Development/2024

dated 27.09.2024

To

Sri Jyotiraditya Madhavrao Scindia Ji,
Hon'ble Union Minister for Communications,
& Minister for Development of NE Region , Govt. Of India,
New Delhi – 110001

Respected sir,

Subject:- Reforms in the Business Development Wing- Reg

My Federation compelled to address several critical issues regarding the current operations of the Business Development (BD) wing at the Directorate level. This matter is of great importance not only to the stakeholders involved but also to the long-term sustainability and reputation of our esteemed organization.

It is with profound concern that we highlight the limited success of the BD wing in expanding its revenue-generating capabilities beyond the well-known Aadhar services and Passport Seva Kendras. The original vision for the BD wing was to create a robust framework that would enhance our service offerings and contribute meaningfully to the department's revenue.

Regrettably, apart from a handful of local products, such as Ganga Jal, Haleem, Dhoopesticks, Sale of Laddoos etc., we have witnessed little diversification or growth in our business portfolio. This stagnation raises questions about the effectiveness and relevance of the BD wing in its current form.

Moreover, the burden of maintaining this operational structure, particularly in terms of manpower and associated costs, is becoming increasingly unsustainable. The focus on minute monitoring to enhance revenue, while well-intentioned, has not yielded the desired outcomes and instead has placed an undue strain on departmental resources. Recently, there have been reports of lower operative and even administrative cadre officials facing threats of transfer to remote areas if they fail to meet assigned targets. Such practices not only demoralize our workforce but also create a toxic environment that stifles creativity and initiative.

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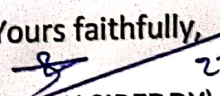
In the contemporary landscape marked by rapid technological advancements and changing consumer behaviors, we must reevaluate our strategies and offerings. If the products offered by our department were unique and customized to meet the needs of today's public, we would find it much easier to attract business and generate revenue. The trust that the department has built over the years could be further leveraged to enhance our market position.

Additionally, it is disheartening to observe that, while government banks like SBI focus on modernizing their services and improving customer experience, many of our sub-post offices lack even the most basic facilities. In some instances, we are faced with a situation where there are not even two or three chairs available for the public to sit while they wait.

The BD directorate is simply approving the proposals submitting by the circles and they are never bothered about conducting the market survey for imparting new business activities. Instead doing so, BD wing is constrained to monitor the activities of the operational cadre only. The same can be done by the respective circles only without any loss to Govt. exchequer.

In light of these pressing issues, I earnestly request your intervention to convene an urgent meeting with all relevant stakeholders, including representatives from service associations and senior officials. This meeting would serve as an invaluable opportunity to discuss these challenges in depth and explore actionable solutions that could revitalize the BD wing. By working collaboratively, we can develop strategies that align with contemporary needs while ensuring the sustainability and pride of our department.

My Federation will be thankful your attention to this critical matter. We look forward to your favorable response and to the possibility of engaging in constructive dialogue aimed at fostering meaningful reforms under Business Development wing within our organization.

Yours faithfully,

(SIVAJI VASIREDDY)
Secretary General

Copy to:

The Secretary Posts, Dak Bhawan, New Delhi for information and immediate necessary action in this matter