

Tr-10/2/2024-Training-DOP
Government of India
Ministry of Communications
Department of Posts
(Training Division)

Dak Bhawan, Sansad Marg
New Delhi-110001
Dated: 30.06.2026

To,

All Head(s) of Circles, Sr. DDG (Vigilance), Sr. DDG (PAF), CGM (Parcel & CSS), CGM (BD), CGM (PLI), GM CEPT
Director(s), RAKNPA, Ghaziabad
All Deputy Director General(s)
Director(s), Postal Training Centres

Subject: Inviting Nominations for the Workshop on, "Driving Digital Strategy (DDS)" scheduled to be held from 03 to 07 August 2026 at APPC, Bangkok, Thailand – reg.

With reference to communication received from the Asian-Pacific Postal Union (APPU), Bangkok, vide Letter No. 26/23/167 (26)-VS/as dated 27.05.2026 (copy enclosed), nominations are invited for participation in the workshop on "Driving Digital Strategy (DDS)" scheduled to be held from 03 to 07 August 2026 at APPC, Bangkok, Thailand.


2. The workshop aims to equip postal administrations with strategies for digital transformation, digital marketing, e-commerce enablement, innovation in logistics, and cross-border business development.

3. In view of the above, it is requested to forward nomination **obne (01) suitable officer**, as per the target audience mentioned below and in accordance with the enclosed training nomination format, to this office **latest by 10 July, 2026**:

Sl. No.	Workshop	Target Audience
1.	Driving Digital Strategy (DDS)	JTS/STS/JAG cadre

4. It is informed that officers should be nominated solely after confirming their availability for the entire duration of the scheduled training. Moreover, it is to be noted that any officer who, after being nominated, fails to attend the training due to personal reasons may be debarred from attending any training programs for a period of one year. It is also mentioned that officers nominated shall not be deputed for the programmes/workshops until a communication in this regard is received from the Training Division, Dak Bhawan.

This issues with the approval of Competent Authority.


30/06/26
D B Ghosh
AD (Training)

Encl: As above

Copy to: CEPT, Bengaluru for publishing this letter on India Post website for wider publicity.



ASIAN-PACIFIC POSTAL UNION

Our Ref. 26/23/167 (26)-VS/as

27 May 2026

APPU members:

Afghanistan, Australia, Bangladesh, Bhutan,
Brunei Darussalam, Cambodia, China, Fiji,
India, Indonesia, Iran, Japan, Korea, Lao PDR,
Malaysia, Maldives, Mongolia, Myanmar, Nauru,
Nepal, New Zealand, Pakistan, Papua New Guinea,
Philippines, Samoa, Singapore, Solomon Islands,
Sri Lanka, Thailand, Tonga, Vanuatu and Vietnam

Subject: Invitation to attend the in-house workshop on "Driving Digital Strategy" (3 -7 August 2026) at the Asian-Pacific Postal College, Bangkok

Dear Sir/ Madam,

The Asian-Pacific Postal College will be conducting an in-house workshop on "Driving Digital Strategy" from 3 to 7 August 2026. This workshop, which will be a part of the 3-week course on "E-Business and Technology", will be organized from 27 July to 14 August 2026 for Postal Managers and Supervisors.

Driving digital strategy in the postal sector is critical to reverse mail revenue declines, capture e-commerce logistics demand, and transform the Posts into essential digital-government hubs. Mastering this allows operators to optimize "last-mile" delivery, enhance customer experience, and foster financial inclusion for underserved populations.

The workshop is designed to help Posts make digital and social media a powerful part of their overall business strategy. This program provides a fundamental analysis of how to think about our customers and industry differently, and a framework to help Posts design their digital and social media strategy. Key focus areas of the workshop are as follows:

- Driving Digital Strategic as a Concept;
- Digital Transformation in Postal Sector;
- Key Drivers of Digital Strategy in Postal Sector;
- Repositioning the Postal Business;
- Digital Strategy and Digital Marketing;
- Application of Mobile e-Commerce and Q-Commerce;
- Innovation in e-Commerce-First Mile-Middle Mile and Last Mile;
- Cross Border Business Strategy

This workshop will be of immense benefit to the officials of your organization. The registration is now open. The tuition fee for any self-funded seat is US\$ 750. Your officials are welcome to stay in our Dormitory, on a twin-sharing basis, without any additional charge.

Cont'd

Postal Address

www.appu-bureau.org

Telephone/ telefax/ E-mail

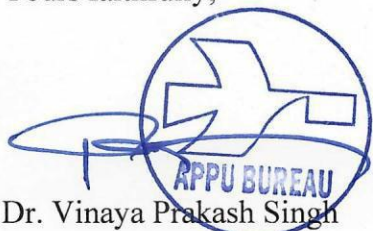
P.O. Box 1
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Tel: +66 (0) 2 573 3831
Fax: +66 (0) 2 573 1161
E-mail: admin@appu-bureau.org

Completed registration forms can be sent via e-mail to **admin@appu-bureau.org** . For further information, Mr. Anucha Soonglertsongpha, Course Director of this Workshop may be contacted at his e-mail address: **anucha@appu-bureau.org** .

We look forward to receiving the nomination of suitable official(s) from your country for this extremely useful and relevant Workshop.

Yours faithfully,



APPU BUREAU

Dr. Vinaya Prakash Singh
Secretary-General

Format for Nomination and Evaluation for Courses and Workshops – Training in Other Institutes

Part A: To be Filled by Nominated Staff

1. Personal Information:

- **Name:**
- **Designation:**
- **Department/Division:**
- **Contact Number:**
- **Email Address:**

2. Professional Background:

- **Years of Experience in relevant field:**
- **Brief Description of Current Role and Responsibilities:**

3. Relevance of the Training Program:

- **Training Program/Course-**
- **How will this training benefit your current role?**
- **Specific skills or knowledge you aim to acquire from the program:**

4. Commitment:

- **Availability to attend the full duration of the program:**
- **Agreement to Participate in Pre- and Post-Program Assessments/Interviews:**

5. Endorsement:

- **Signature:**
- **Date:**

Part B: To be Filled by the controlling authority

1. Relevance of Training Program:

- **Justification for Nominating the Staff:**

- **Expected Impact on the Department/Division:**

2. Endorsement by the controlling authority:

- **Name:**
- **Designation:**
- **Signature:**
- **Date:**

3. Recommendation along with cogent reasons:
