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No. 41-10/2016-PE-II  
Government of India  
Ministry of Communications  
Department of Posts  
Establishment Division

Dak Bhawan, Sansad Marg,  
New Delhi-110001

Dated: 4<sup>th</sup> June, 2019

**CORRIGENDUM**

Subject: Re-organisation of BD&M Directorate, Parcel Directorate and Mail Business Division of Postal Directorate.

This is in continuation of this Directorate order of even number dated 26.04.2019 and to convey the approval of the Competent Authority for the following: -

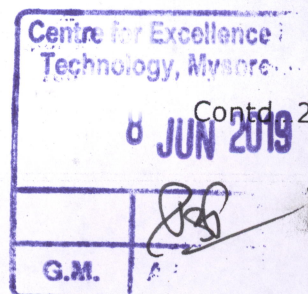
a) The duties and responsibilities of DDG {Marketing}, Postal Directorate mentioned at para (xi) and (xii) of **Annexure-I** of order No.41-10/2016-PE-II dated 26.04.2019, may be read as: -

(xi) **"Evolve market strategies, alliances and cooperation to improve sale of postal products and services."**

(xii) **"Obtain inputs from operating divisions regarding performance of products and take measures as required to increase visibility and market share of India Post."**

b) The duties and responsibilities mentioned at Para (v) to (ix) of **Annexure-I** of order No.41-10/2016-PE-II dated 26.4.2019 which was assigned to DDG (Marketing) are hereby temporarily assigned to GM (operations), Parcel Directorate in addition to his own work with immediate effect and until further orders.

2. Therefore, revised duties and responsibilities of DDG (Marketing) and GM (Operations), Parcel Directorate are placed at **Annexure-I and Annexure-II** of this corrigendum.





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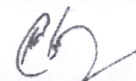
3. This order will take effect from the date of issue.



(R. Joseph Rahul)  
Director (Estt.)

Copy to:

1. Sr. PPS to Secretary (P)/Sr. PPS to DG (Postal)
2. PPS to All Members, Postal Services Board
3. PPS to AS&FA
4. Sr. DDG (Vig.)/Sr. DDG (PAF)/ CGM, PLI/CGM, BD/CGM Parcel Directorate
5. All Chief Postmasters General
6. Director, RAKNPA
7. All DDsG/Directors/ADsG in Postal Directorate/Secretary (PSB)
8. Additional Director General, APS C/o 56, APO, R. K. Puram, New Delhi
9. DG P&T Audit, Civil Lines, New Delhi - 54
10. GM, CEPT, Mysore, with a request to upload the OM on the India Post Website.
11. All Sections of Postal Directorate
12. SO Guard File



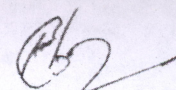
(S. B. Vyavahare)  
Assistant Director General (GDS/LO PE-II)

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**Duties and Responsibilities of DDG (Marketing), Postal  
Directorate**

- i. Marketing of all products/services offered by Department of Posts
- ii. All matters related to Marketing & Publicity and Brand Promotion
- iii. Marketing Research
- iv. Social Media, Monitoring & Campaigns
- v. Commission market studies/ surveys and engage consultants to test the market and improve the product portfolio.
- vi. Evolve market strategies, alliances and cooperation to improve sale of postal products and services.
- vii. Obtain inputs from operating divisions regarding performance of products and take measures as required to increase visibility and market share of India Post.



(S. B. Vyavahare)

Assistant Director General (GDS/LO PE-II)

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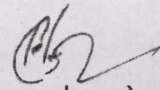


**Duties and responsibilities of GM (Operations), Parcel Directorate**

- i. End to end operations of all types of parcels.
- ii. The operations of all parcel hubs, parcel and e-Commerce booking centres, nodal Parcel delivery centres.
- iii. The operations of International Parcels and EMS merchandize in the domestic leg beyond the offices of exchange.
- iv. Procurement of equipment, machinery and technology for effective operations and marketing products.

**Additional Duties**

- i. The administration, expansion, sales, marketing of all types of parcels and registered packets.
- ii. The activities of the sales force, franchise outlets for parcel business.
- iii. Planning and introduction of new parcel products, designing product features and value-added services
- iv. Strategy for and formulation of pricing of parcel products and value-added services other issues related to pricing.
- v. Plan operations, devise sales and marketing strategies, organize training and evolve procedures, regulations, guidelines in this regard

  
(S. B. Vyavahare)

Assistant Director General (GDS/LO PE-II)