

F No. 1-3/2017-PBI
Government of India
Ministry of Communications
Department of Posts
(PBI Division)

Dak Bhawan, Sansad Marg,
New Delhi-110 001
Dated: 20 Dec, 2019

Subject: Revised DBT Policy for Department of Posts & IPPB

The policy relating to Direct Benefit Transfer has been under consideration in the Department for some time. The Department of Posts has, so far, marketed Direct Benefit transfers both from POSB accounts as well as through IPPB. Since, the end user is the same for both the POSB and IPPB, there have been instances of confusion at the ground level. The current market share of the Department of Posts and IPPB combined is small and competition between the two organisations only results in reducing each other's market without effectively competing with other banks. While it is clear that every customer has a right to select the account into which DBT benefits will flow, a clear and comprehensive solution offered by the DoP-IPPB combine can help increase the market share in view of doorstep banking being provided by the IPPB.

2. Accordingly, the following policy guidelines have been approved by the competent authority for DBT business:-

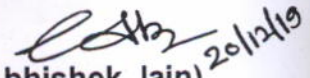
- i. IPPB will open accounts by default for all new DBT mandates received.
- ii. In case of Central, State, District Government authorities, marketing will be done by both the Department of Posts and IPPB officials for getting DBT mandate through IPPB.



Postal

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- iii. Directorate/Circles will not issue any separate target or communication related to opening of DBT accounts through DoP and will not engage with any Government authority for getting DBT business / mandate unless done in collaboration with the IPPB.
- iv. In case, any customer/citizen wants to avail DBT through POSA, only then DoP shall facilitate the same. Existing DBT beneficiaries of the DoP may continue to avail DBT disbursement through POSA.
- v. Circles will ensure that at least 50% of the new accounts opened in IPPB are linked either to POSA or some other financial services of the Department.


(Abhishek Jain) 20/12/19
ADG (PBI)

To

1. PS to the Hon'ble Minister of Communications/Minister of State for Communications.
2. Sr. PPS to Secretary (Posts)/PS to Director General Postal Services.
3. PPS/PS to Additional DG (Coord.)/All Members of the Postal Services Board.
4. Director, RAKNPA Ghaziabad
5. All Chief Postmasters General/Postmasters General
6. CGB (BD)/ CGM (PLI)/ Sr. DDG (Vig.) and CVO/AS&FA/Sr. DDG (PAF)/Addl DG APS C/o 56 APO
7. All DDsG/GMs/Secretary (PSB)
8. All General Managers (Finance)/Directors Postal Accounts
9. GM (CEPT) Mysore with a request to upload the order on India Post Website

portal upload