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Title: Need to reorient the activities of post offices.

SHRI DHANANJAY MAHADIK (KOLHAPUR) : The Indian postal network is largest in the world with 155,01.5 post offices in the country, 90 per cent of which, that is 139,144 is in the rural areas. It employs that 4.6 lakh people. While just around a quarter of the villages in the country have post offices, all inhabited villages have access to postal facilities.

The regular postal revenues are falling very fast. We need to take the following steps to keep the postal department relevant.

1. As part of initiatives to leverage the e-commerce sector, the department has forged tie ups with leading online marketplaces like Snapdeal, Amazon, Paytm and Yepme for parcel delivery and has also set up modernized 48 centres to handle the packages.
2. As a result of these efforts, "the parcel revenues have jumped by 37% in the last one year (2014-15), which is in contrast to 2% decline in 2013-14.
3. The e-commerce sector in India is growing at 47% CAGR and India Post is the only delivery agency with a pan-India reach.
4. Looking at the size and growth of a commerce business, 48 centres is too small a number for a network like Indian Post.
5. In digital India plan, we have to connect all the post offices on priority. They should have hub and spoke design for product delivery as well as pick up.
6. As of now, this department is used only as delivery mechanism. In fact, it should be used as pick up mechanism as well. We have huge number of craftsmen all over the country. Their main problem is that they have no access to the market. They will get this access only through this department if post also acts as pick up points.
7. Government should make it mandatory for all the e-commerce companies to source a particular percentage of their products' sale revenue through these craftsmen.
8. The postal department should also make last mile deliveries for the e-commerce platforms.