



Message from the Minister of Communications

Namaskar!

November has been a month of renewed purpose and progress for India Post, an institution that continues to touch the lives of millions every single day. As we move forward on the path of Viksit Bharat, India Post stands at the heart of the nation's communication and logistics network, ensuring that essential services reach every citizen. The transformation underway across this Department reflects our commitment to delivering world-class service with efficiency, dignity and trust.

This month, our efforts under Special Campaign 5.0 demonstrated the power of collective action. Across more than 1.30 lakh sites, thousands of cleanliness and efficiency drives were conducted, public grievances were resolved swiftly, and significant administrative reforms were carried out. These improvements are more than procedural as they directly enhance service delivery for citizens and strengthen the responsiveness of our institutions. The weeding out of over 17,000 obsolete files, the freeing of 23,287 square feet of public space, and the revenue generated through scrap disposal all reflect our drive toward transparent and accountable governance.

Equally meaningful has been our outreach to senior citizens through the Digital Life Certificate campaign. By bringing Jeevan Pramaan services to the doorsteps of pensioners through the India Post Payments Bank, we have reaffirmed our longstanding belief that governance must be accessible, inclusive and empathetic. The generation of over 2.25 lakh Digital Life Certificates stands as a tribute to the trust that citizens place in India Post, and to our workforce that upholds the spirit of "Dak Sewa, Jan Sewa."

A major highlight this month has been our engagement with young India. The revamped Post Offices at IIT Delhi and Delhi University North Campus represent a new era with spaces that are modern, digital-first and aligned with the aspirations of GenZ. These upgraded Post Offices signal the beginning of a larger nationwide effort to rejuvenate campus-based facilities across the country, ensuring that students experience India Post as a contemporary, technology-enabled service provider.

We also took an important digital stride with the launch of the Dak Sewa App, a unified platform that brings a wide array of postal services to citizens' fingertips. This initiative reflects our commitment to ease of access, digital empowerment and a seamless service experience for all. As the nation embraces digital adoption at an unprecedented scale, India Post is determined to lead with innovation and inclusivity.

Beyond service delivery, the Department has strengthened its communication and outreach framework to ensure that citizens stay informed, engaged and empowered. India Post is working in close coordination with DoT, DoNER, the Ministry of Rural Development, the Ministry of Culture and I4C to drive whole-of-government campaigns, raise awareness on cyber safety, promote cultural initiatives, and bring government programmes directly to people. Our revamped Communication Strategy and SOP ensure that messaging is multilingual, people-centric and grounded in real-time feedback, while our collaboration with PIB, MyGov and MeitY strengthens our ability to counter misinformation and enhance digital visibility. This transformative energy is further amplified by the nationwide rollout of Advanced Postal Technology (APT) 2.0 across 1.65 lakh Post Offices and administrative units. As data analytics layers are integrated, APT 2.0 will not only enhance operational efficiency but also provide new avenues for citizen engagement and digital service delivery.

As we reflect on the progress made this month, what stands out most is the unwavering trust that the people of India place in India Post. Every letter delivered, every pensioner served, every parcel handled and every digital service accessed strengthens the bond between citizens and this historic institution. India Post to us is a symbol of reach, reliability and national unity. As we move forward, we remain committed to rising to the expectations of the people, embracing innovation and delivering with excellence. With your continued support, India Post will keep evolving, keep modernising and keep serving with the same spirit that has defined it for more than 170 years.

Jai Hind!

Sincerely,
Jyotiraditya M. Scindia
Minister of Communications,
Government of India