

F. No-71/61/2022-CF
Government of India
Ministry of communications
Department of posts
IR & GB Division

Sansad Marg, Dak Bhawan
New Delhi-110001
Dated – 04th August 2023

(Office Memorandum)

Subject- Tie ups with e- marketplace for facilitating e-commerce exporters through Dak Ghar Niryat Kendra.

In the changing e-commerce market scenario, online marketplaces have emerged as major platforms to connect sellers and buyers registered there to interact and transact across the globe. Such marketplaces provide opportunity to rural artisans, MSMEs, start-ups, traders etc to expand the market outreach for their products. In this direction to promote e-commerce through post offices, Department of Posts has launched the initiative to set up Dak Ghar Niryat Kendras (DNKs) with ease in booking and transmission, electronic filing of Postal Bill of Export, and customs clearance while ensuring visibility and transparency in the whole process. The integration of DNKs with e-marketplace / aggregators will ensure end-to-end logistic support to the exporters registered on such e-marketplace.

2. The e-marketplaces / aggregators may provide a platform but do not directly sell the product. This model is also known as many-to-many. In such a business proposition the modalities of the contractual relationship, wherein registered customer owning the portal, enters into agreement with the Department and may or may not be actual sender. The actual senders may be the registered sellers of the e-marketplaces / aggregators from multiple locations who book the articles, which is different from the existing BNPL/non-BNPL bulk customer model. In order to fulfil the requirements of such bulk customers under many-to-many model, approval of competent authority is hereby conveyed for new formats of agreements under the 'e-marketplace model' attached as Annexure 'B'. The format of the application from e-marketplace/aggregators willing to enter into an agreement with DoP is attached as Annexure 'A' and the integrity pact is attached as Annexure 'C'.

3. Further, the Standard Operating Procedure (SOP) for onboarding the e-marketplace/aggregator for international mail is also attached for kind reference.


Himanshu Chaudhary
Assistant Director General (IM)

To

- (i) All Chief Postmasters General
- (ii) All Offices of Exchange
- (iii) General Manager, CEPT, Bengaluru