

Agenda: Brief write up on invitation of Bhutan Post delegates by India Post to discuss:

Delegation from Bhutan Post:

1. Mr. Karma Nidup, CEO
2. Mr. Jamyang Phuntsho, Head PSD
3. Mr. Damcho Tshering Marketing Expert
4. Ms. Rinchen Zangmo Head Finance Division.
5. Mr. Thinley Wangchuk, Head Corporate
6. Mr. Penjor, Head AHRD

Date: 16-17 May, 2024

Introduction

Postal organizations worldwide are focusing on e-Commerce as the next big thing, and are already reaping the benefits unleashed by this huge opportunity as seen in the increase in postal traffic and thereby revenues.

Bhutan Post is also putting in concerted efforts to strongly engage in this new opportunity unleashed by e-Commerce. E-Commerce is a key project that Universal Postal Union is focussing by all the designated Postal Operators to join the Operational Readiness of Ecommerce (ORE).

Brief Background:

India Post has invited Bhutan Post to partner on various postal aspects. Bhutan Post has recognized the potential benefits of this partnership, particularly in light of the decline in traditional mail volumes and the growing opportunities in e-commerce. India Post has previously supported Bhutan Post in areas such as technology usage, including the implementation of Meghdoot and point-of-sale systems, as well as human resources capacity development through training and workshops under the Indian Technical & Economic Cooperation (ITEC) program.

In the past, Bhutan Post officials have attended several staff development and growth programs in India, highlighting the close ties between the two postal organizations. As postal sectors worldwide shift their focus to e-commerce, Bhutan Post sees significant opportunities for collaboration with India Post. The following are key areas of potential partnership:

1. **Human Resources Development Capacity:** Bhutan Post aims to revive the Memorandum of Understanding on Human Resources Development Capacity, viewing it as a crucial tool for postal staff to adapt to postal changes and provide the best service to the citizens.

Key Discussion Points:

Training:

- Bhutan Post is very grateful to the India Post, Government of India for extending and providing the training to various sectors of Bhutan Post employees in building our Human Resource capacity in the past. We request for the continued support of India Post for continuing the training of our employees.

Category of trainings:**Postmaster Level:**

Refresher Course for Postmaster in Saharanpur in Uttar Pradesh who have not undergone any training till date and course duration ranging from one week to two weeks course.

Postal Manager:

Refresher course for Postal Manager in Ghaziabad ranging from one week to two weeks

Field Trip for Postman:

In order to gain awareness and to boost morale, a field trip is requested in Guwahati/Calcutta.

***Funding is requested from India Post.

2. **Technological Cooperation:** India Post utilizes advanced technology for point-of-sale and counter automation, digital payment, and digital financial services. Bhutan Post sees the possibility of partnering with India Post to adopt similar technologies to enhance its digital services to citizens.
3. **Financial Service:** Due to the tough competition from Banks and other financial institutions and the modern technologies, the eMO has been reduced completely from the market but there are many laborers from India working in Bhutan who are facing problems for funds transfer of their hard earned money from time to time to their Country. Therefore, it would be great help for those laborers if India Post could come up with a reliable system for the fund transfer from Bhutan Post to India Post in replacement of eMO.
4. **Maintenance of Old Post Offices:** There are more than 12 old Post offices built during the 1960s and 1970s in Bhutan which are in very dilapidated conditions. These POs were built with the financial resources from the Government of India in the past and Bhutan Post would like to request India Post to secure some funds for the maintenance of these Post offices.

5. **Container service:** Container service is a diversified business of Bhutan Post to start the service at least from India, Bangkok, Australia and USA and marketing from India Post would add more value to the container services.
6. **E-commerce:** The Universal Postal Union (UPU) emphasizes the importance of e-commerce development to better serve citizens through the postal network.
7. **Revival of Philatelic stamp collector in India/Philatelic Exhibition** and joint issued as agreed during former CEO's visit in 2017 featuring Important events.
8. **Visit to UPU regional office in financial service inclusion** and replacement of emo with suitable financial service and seek expertise from UPU office.

Bhutan Post has explored potential e-commerce tie-ups with India Post, including discussions with Mr. Prannoy Sharma, Deputy Director General International Relations of India Post, on 29/03/2024.

This includes collaboration:

- e-commerce vendors in India, such as Amazon.in, Snapdeal, Flipkart, Myntra, Naaptol and Jabong etc.
- During the meeting, operational aspects were discussed, with India Post acting as a mediator for Bhutan Post to collaborate with e-commerce platforms. Bhutanese customers will place orders online, and the e-commerce portals will deliver the packets to India Post, which will then book and deliver them to Bhutan through normal mail bags. Bhutan Post will advertise the availability of such online portals through social media and other platforms within our country.
- Regarding pricing, customers in Bhutan will pay delivery charges along with the cost of items purchased. Bhutan Post will claim reimbursement for any imbalances from India Post, similar to normal mail.
- On legality, Bhutan Post has customs in-house at the GPO building, so there should be no issues regarding taxation after the packets reach Bhutan. Any legality issues from India, will need to be addressed and resolved through the intervention of India Post.
- Bhutan Post has expressed a strong interest in further deliberating on these matters and as recommended by India Post for a physical meeting, as invited by India Post, on 16-17 May 2024.
- Follow up on eCommerce business: we can institute a joint committee from both sides of the Post with annual meetings to be held on rotation basis to build and strengthen the relationship within India Post and Bhutan Post through this committee.
