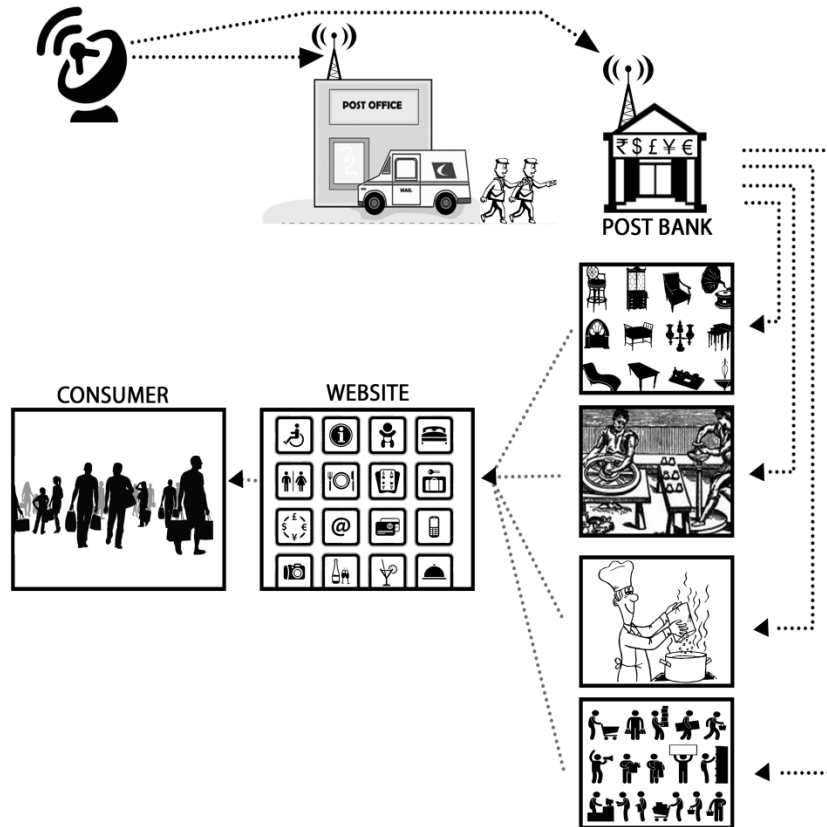


Post.com

*Powering connectivity to improve economy and
distribution of wealth*

Post.Com - Next Generation Banking through Post Office/Post Bank

DEPARTMENT OF TELECOM + POST OFFICE + POST BANK = E COMMERCE GIANT



The Post Office can be enabled to become the global giant in ecommerce, this will power rural areas to connect to the mainstream economy

The reticent Post Office has some very advantageous features that will help make this initiative a success

- Needless to say the modest Post Office is present in every country which makes it easier to replicate this model
- In terms of reach it is the best any one can think of
- The Post Man delivers to any nook and cranny you may want to
- Few countries already have or setting up Post Banks

Post.com - Set up of ecommerce Post Office

Goal – Create a Post Bank as a subsidiary of the Indian Post Office and initiate an e-commerce portal which can connect all of India

Benefits of expanding Post Office

- This will connect villages and rural areas to the rest of the country and the world, by this get the rural manufacturers are brought close to rest of the world
- The proposed Post Bank will help in funding businesses and act as the agent in the dealings between businesses /suppliers and consumers/buyers (including the movement of funds)
- Help improve the economy by bringing even remote areas closer
- Revive the Post Office by revamping redundant services
- Improve revenue collection

Steps to make Post Office a giant in e-commerce

- Get all post offices networked, use Department of Telecommunication to connect various offices through the internet
- Convert post office or segregate and create post bank which takes care of retail and SME banking
- The post office side would add logistics division across small towns and villages, use post office network to connect each one
- Post Bank will be networked, full suite of retail and SME banking related products would be provided
- Retail and SME Clients are to be on-boarded, including rural manufacturers
- E-commerce site to be opened by Post Office with various products being offered like any private players
- The network to be used to get rural and semi urban producers of goods to be connected to e-commerce
- Lend money to customers to help produce/buy goods and use the ecommerce tool to help customers sell/buy
- Obtain orders from across the country, the post bank to be used for settling the funds
- Use post men and post office service to deliver the order