

# India Post's Dak Ghar Niryat Kendra – Inclusive exports through the postal network

Dak Ghar Niryat Kendras (post office export centres) represent a significant initiative by India Post to align with the Government of India's public policy objectives of boosting exports, supporting MSMEs, and promoting inclusive economic growth. Under the broader umbrella of Prime Minister Modi's "One District-One Product" campaign, this initiative seeks to facilitate direct access to global markets for small businesses, artisans, women entrepreneurs, and MSMEs from remote and rural areas who face significant barriers in participating in international trade. This strategic effort directly complements India's Foreign Trade Policy 2023, which explicitly emphasizes the operationalization of Dak Ghar Niryat Kendras to enhance cross-border e-commerce and economic inclusivity.

India Post's extensive collaboration with key stakeholders, including Indian Customs, the Directorate General of Foreign Trade, and various partner agencies, has been central to the initiative's success. The Dak Ghar Niryat Kendras offer comprehensive export support through a hybrid model combining physical infrastructure and digital platforms. This multi-channel approach allows MSMEs to manage almost every step of the export process online – from initial registration, customs clearance, and shipment tracking, to financial transaction management – while postal staff, known as Dak Niryat Sahayaks, provide essential on-the-ground assistance on navigating the digital platform for less connected customers as well as assistance with packaging, GST registration, Import-Export Code generation, and export documentation.

As of September 2023, less than a year since the initiative was launched, over 825 Dak Ghar Niryat Kendras had been established in rural and remote post offices, serving more than 3,000 MSMEs – including 300 women entrepreneurs – who previously had limited export opportunities. These centres had processed more than 200,000 shipments, cumulatively valued at approximately USD 5 million, indicating substantial and rapidly growing uptake. The initiative particularly benefits artisans and small scale producers from smaller towns and remote

areas, where customs procedures and export formalities previously represented significant logistical and financial challenges. By leveraging India Post's extensive physical network and trusted brand reputation, the initiative provides affordable, transparent, and user-friendly export services, reducing dependency on costly intermediaries.

Dak Ghar Niryat Kendras not only empower communities economically by facilitating global market access but also promote broader socio-economic benefits such as job creation, increased community income, and gender-inclusive growth.



Source: UPU TradePost awards application (India Post, 2023)