

No. 16-19/2025-PD
Government of India
Ministry of Communications
Department of Posts
Parcel Directorate

Malcha Marg Post Office Complex,
Chanakypuri, New Delhi – 110021
Date-28.01.2026

To
All Chief Postmasters General / Postmasters General

Subject : Implementation of MoU with Ministry of Rural Development (MoRD) for logistics support to SHG products under DAY-NRLM – reg.

Madam/Sir,

This is to bring to your kind attention that the Department of Posts has signed a Memorandum of Understanding (MoU) with the Ministry of Rural Development (MoRD) in the august presence of Sh. Shivraj Singh Chouhan, Hon'ble Minister of Agriculture & Farmers' Welfare, Sh. Jyotiraditya M. Scindia, Hon'ble Minister of Communications and DoNER and Dr. Chandra S. Pemmasani, Hon'ble Minister of State for Rural Development and Communications, a part of which provides for structured parcel and logistics support to products manufactured by Self-Help Groups (SHGs) under the Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY-NRLM).

2. The MoU marks an important step in empowering rural women entrepreneurs through efficient logistics. In line with this, prompt and effective implementation of the directives mentioned in the MoU is required. The key directives under the MoU are -

- a) Cluster Level Federation (CLFs) or State Rural Livelihood Missions (SRLMs) aggregators shall be onboarded as BNPL contractual customers, facilitating bulk bookings, tracking, and timely delivery of products. The SHG products may be aggregated at CLFs, transported through DoP's network, and delivered to the last mile, ensuring cost-effective logistics for rural women-led businesses.
- b) The initiative aims to reduce dependence on private couriers, ensure timely deliveries, generate additional revenue for DoP, and empower rural SHGs.
- c) CLFs shall act as the primary collection and booking points. DoP officers shall visit the locations to onboard aggregators, raise awareness about the services and assist with parcel packaging suited for logistics as per packaging norms.
- d) Consignments booked at CLFs shall be transported and delivered through DoP's Speed Post/India post Parcel network, with cash-on-delivery (COD) and insurance options available.

3. It is requested that all necessary arrangements may be made to onboard the aggregators, conduct awareness sessions and initiate parcel booking and delivery. A list of identified CLFs/ SRLM aggregators for the Circle, as received from MoRD, is enclosed herewith for necessary action.

This issues with the approval of the competent authority.

Encl: As above.



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