

भारतीय डाक विभाग, DEPARTMENT OF POSTS, INDIA
मुख्य पोस्टमास्टर जनरल का कार्यालय, OFFICE OF THE CHIEF POSTMASTER GENERAL
ओड़िशा परिमंडल, भुवनेश्वर, ODISHA CIRCLE, BHUBANESWAR - 751001

No. LI/5-3/2020-21

Dated at Bhubaneswar the 04.04.2025

To

The Postmaster General, Berhampur/Sambalpur Region,
All SSPOs/SPOs in Odisha Circle
All DO (PLI) in Odisha Circle

Sub: Holding of Dak Mela/DCDP at Sub Divisional level.

Every month we hold Dak Mela/DCDP at Sub Divisional level. During this Dak Mela, focus may be given on the following products.

1. Enrolment of PLI/RPLI.
2. Coverage of Sampoorna Bima Gram
3. Opening of SB and 2/3/5-year TD Accounts.
4. Opening of SSA – for Girl Child (0-10yr)
5. Coverage of SSA village.
6. Opening of IPPB DBT/Premium Accounts.
7. New Aadhar Enrollment/ CELC.
8. GAG and insurance and Pension Scheme through IPPB
9. Common Service Centers (CSCs).
10. Sale of Gangajal

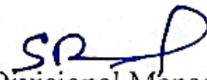
The following organizations may be contacted for popularizing the schemes so that maximum enrolment can be ensured.

Sl. No.	Name of the organizations	Remarks
1	CDPO at Block Level	He/she may be requested to provide the list of girl child for enrolment in SSA/ MSSC and spread the message through Anganwari Kendras/SHG Members.
2	Anganwadi Workers	They will open RPLI in their name/spouse name and open SSA/MSSC in the name of girl child. They will spread the message in the field units for maximum enrolment in the scheme.
3	SHG	They will open RPLI in their name/spouse name and open SSA/MSSC in the name of girl child. They will spread the message in the field units for maximum enrolment in the scheme.
4	Sarpanch	He/she may be invited to the mela. All the services offered by DOP will be appraised to the Sarpanch. The coverage of Sampoorna Bima Grama/Sampoorna Sukanya Grama in all the villages under the GP may please be ensured.
5	Institution/ schools/colleges/ training centers	PLI/RPLI may be enrolled in respect of employees. MSSC Account may be opened in respect of girl child/women.

The schedule of Sub Divisional Dak Mela from Apr 2025 to Sep 2025 alongwith revised SOP for organizing the sub-divisional level awareness camp/mela is enclosed. Schedule from Oct 2025 onward will be circulated later. On completion of the mela, the sub-divisional head will update the enrollment relating to each category in the spreadsheet for the purpose. The figures relating to the enrollment limited to three days including the date of mela and two days prior to mela will be taken into account. The SSPOs/SPOs will visit the Dak Mela and in case due to some emergency, if the unit head has other engagements, one of the ASPOs or Office Supervisor will represent the Division. The Manager, IPPB will attend the camp and take initiative for promotion of IPPB products.

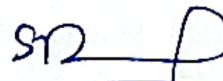
Chief PMG has seen this.

Encl: As Above


Dy. Divisional Manager (PLI)
Office of the Chief Postmaster General
Odisha Circle, Bhubaneswar-751001
उप-मंडल प्रबंधक (डा.जी.बी.)
Dy. Divisional Manager (PLI)
ओडिशा परिमंडल / Odisha Circle
भुवनेश्वर / Bhubaneswar-1

Copy for information and necessary action to:

1. All Group officers, O/o the Chief Postmaster General, Odisha Circle, Bhubaneswar-751001.
2. SSRM/SRM RMS N/BG/K Division
3. The AGM, IPPB, CO, Bhubaneswar. The Branch Manager of the field units may be instructed to attend the camp/mela.


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SOP FOR ORGANIZING SUB-DIVISIONAL LEVEL DAK MELA/DCDP

1. Objective of Conducting Awareness Camp/Mela

- Enrollment of maximum new customers for financial inclusion.
- Providing citizen centric services like Aadhar enrollment/update.
- Insurance coverage
- Common Service Centers (CSC)
- Sale of Gangajal
- Opening of IPPB DBT/Premium Accounts.

2. Formation of Team for organizing awareness camp-cum-mela

A team may be constituted for organizing awareness camp/mela under the leadership of Divisional head. The team may consist of Sub-Division head, Mail Overseer, DO(PLI), Direct Agents/FO, Representation of Local Administration etc.

3. Participants

- Customers
- All the GDS under the particular SO which is the account office of the village where Dak Mela will be conducted with RICT device/IPPB mobile.
- DA/FO/DO(PLI)
- Departmental Employees of nearby SO as per requirement/feasibility
- Local representative
- The mela may be appropriately coordinated by pulling resources from each cadre.

4. Identification of Location of Camp/Mela

Identify the location for conducting the camp/mela well in advance. Preferably the venue should be in a NIL performing BO village or any village of the GP serving by the BO. Team must visit the location and assess the business prospects of that location. Locations such as Panchayat Office, School/College Campus, Govt. Organization such as Training Centres, Army Cantonment, Local Bar Association or any other suitable place to be preferred.

5. Publicity about camp/mela

1. Door to door campaign may be undertaken to identify the customer two days before the Dak mela.
2. Notice, banner and social media platform etc.
3. Speaker will be supplied to each sub-division for announcement/propaganda.

6. Preparatory Activities

- Arrangement of necessary forms
- Laptop, projector, photograph, speaker, mic set etc.
- Canopy, banner, standee, pamphlet, posters etc.
- Stall should be installed at the venue for spot enrollment.
- Atleast one beneficiary of PLI/RPLI maturity claim/death claim may be invited and handed over the claim amount in front of the audience.
- Video recording of the event

7. Expenditure for one Dak Mela.

- The expenditure for each Dak mela is limited up to Rs 5000/-. Fund allotted under A & P and marketing of PLI/RPLI/BD will be utilized in Dak Mela as under.

Sl No	Category	Amount (In ₹)
1	Expenditure towards venue/tent/sitting arrangement	1000
2	Expenditure towards mike announcements	500
3	Expenditure towards guests. Preferably Gangajal bottle may be handed over to the guests.	1000
4	Expenditure towards refreshment	2500
5	Total	5000

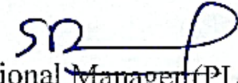
8. Prize/Award

No prize ceremony will be held in the Camp. On recommendation of the Divisional Head, Bi-monthly prize ceremony will be conducted by the Division by getting approval from CO/RO and in such ceremony, customized gift items will be provided by CO.

9. Flower Bouquet and Uttariya may not be given to the guests on the dais. Instead, one bottle of Gangajal may be given to the guest. The customers those enrolled in PLI/RPLI and other related scheme on the spot may be also provided with one bottle of Gangajal.

10. Reporting format

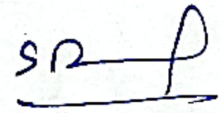
1. All the BOs /SOs are required to contribute in the Dak Mela. The name of the NIL performing BOs for the 1st fortnight of a month should be reported by the Division to the concerned Sub-division latest by 21st of each month whereas the particulars of NIL performing BOS for the 2nd fortnight should be reported by the Division to the sub-division by 05th of subsequent month with the nature of action taken for their activation.
2. Sub-divisional head will update the enrollment relating to each category in the spreadsheet specified for the purpose. The figures relating to the enrollment limited to three days including the date of mela, pre/postdate of mela will be taken into account.
3. The format of Dak Mela report is enclosed.


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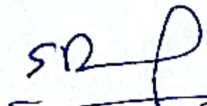
Sub Divisional Dak Mela Dates (April 2025)

Sl. No.	16.04.2025	22.04.2025	25.04.2025	29.04.2025
1	Bhubaneswar North	Khurda	Bhubaneswar South	Balugaon
2	Balasore	Jaleswar East	Jaleswar West	Soro
3	Rajnigiri	Bhadrak Central	Bhadrak East	Bhadrak West
4	Cuttack East	Cuttack West	Salipur	Jajpur
5	Dharamsala	Jajpur Road	Kendrapara North	Kendrapara South
6	Pattamundai	Athagarh	Cuttack Central	Jagatsinghpur
7	Kujanga	Baripada Central	Baripada East	Baripada West
8	Barsahi	Bangriposi	Karanja	Rairangpur
9	Udala	Nayagarh East	Nayagarh West	Puri
10	Pipili	Nimapara	Titlagarh	Sonepur
11	Balangir Central	Patnagarh	Talcher	Angul East
12	Dhenkanal	Kamakhyanagar	Champua	Ghatagaon
13	Angul West	Anandpur	Rourkela East	Rourkela West
14	Keonjhar East	Keonjhar West	Sambalpur East	Deogarh
15	Bonaigarh	Bargarh East	Sambalpur West	Sundargarh North
16	Rajborasambar	Bargarh West	Kuchinda	Berhampur North
17	Sundargarh South	Jharsuguda	Bhanjanagar	Bhawanipatna
18	Aska East	Aska West	Digapahandi	Raj Khariar
19	Berhampur South	Chatrapur	Nuapada	Koraput
20	Dharamgarh	Kesinga	Jeypore South	Balliguda
21	Jai Patna	Jeypore North	Umerkote	Rayagada
22	Malkangiri	Nabarangpur	Phulbani	Mannamunda
23	Boudh	G Udayagiri	Parlakhemundi West	Dasapalla
24	Gunupur	Parlakhemundi East	Bissam Cuttack	Balimela
25			Narla	


5/4/25
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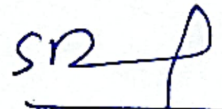
Sub Divisional Dak Mela Dates (May 2025)

Sl. No.	14.05.2025	16.05.2025	20.05.2025	23.05.2025
1	Bhubaneswar North	Khurda	Bhubaneswar South	Balugaon
2	Balasore	Jaleswar East	Jaleswar West	Soro
3	Rajnilgiri	Bhadrak Central	Bhadrak East	Bhadrak West
4	Cuttack East	Cuttack West	Salipur	Jajpur
5	Dharamsala	Jajpur Road	Kendrapara North	Kendrapara South
6	Pattamundai	Athagarh	Cuttack Central	Jagatsinghpur
7	Kujanga	Baripada Central	Baripada East	Baripada West
8	Barsahi	Bangriposi	Karanja	Rairangpur
9	Udala	Nayagarh East	Nayagarh West	Puri
10	Pipili	Nimapara	Titlagarh	Sonepur
11	Balangir Central	Patnagarh	Talcher	Angul East
12	Dhenkanal	Kamakhyanager	Champua	Ghatagaon
13	Angul West	Anandpur	Rourkela East	Rourkela West
14	Keonjhar East	Keonjhar West	Sambalpur East	Deogarh
15	Bonaigarh	Bargarh East	Sambalpur West	Sundargarh North
16	Rajborasambar	Bargarh West	Kuchinda	Berhampur North
17	Sundargarh South	Jharsuguda	Bhanjanagar	Bhawanipatna
18	Aska East	Aska West	Digapahandi	Raj Khariar
19	Berhampur South	Chatrapur	Nuapada	Koraput
20	Dharamgarh	Kesinga	Jeypore South	Balliguda
21	Jai Patna	Jeypore North	Umerkote	Rayagada
22	Malkangiri	Nabarangpur	Phulbani	Mannamunda
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24	Gunupur	Parlakhemundi East	Bissam Cuttack	Balimela
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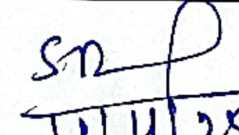
Sub Divisional Dak Mela Dates (June 2025)

Sl. No.	11.06.2025	13.06.2025	20.06.2025	25.06.2025
1	Bhubaneswar North	Khurda	Bhubaneswar South	Balugaon
2	Balasore	Jaleswar East	Jaleswar West	Soro
3	Rajnigiri	Bhadrak Central	Bhadrak East	Bhadrak West
4	Cuttack East	Cuttack West	Salipur	Jajpur
5	Dharamsala	Jajpur Road	Kendrapara North	Kendrapara South
6	Pattamundai	Athagarh	Cuttack Central	Jagatsinghpur
7	Kujanga	Baripada Central	Baripada East	Baripada West
8	Barsahi	Bangriposi	Karanjia	Rairangpur
9	Udala	Nayagarh East	Nayagarh West	Puri
10	Pipili	Nimapara	Titlagarh	Sonepur
11	Balangir Central	Patnagarh	Talcher	Angul East
12	Dhenkanal	Kamakhyanager	Champua	Ghatagaon
13	Angul West	Anandpur	Rourkela East	Rourkela West
14	Keonjhar East	Keonjhar West	Sambalpur East	Deogarh
15	Bonaigarh	Bargarh East	Sambalpur West	Sundargarh North
16	Rajborasambar	Bargarh West	Kuchinda	Berhampur North
17	Sundargarh South	Jharsuguda	Bhanjanagar	Bhawanipatna
18	Aska East	Aska West	Digapahandi	Raj Khariar
19	Berhampur South	Chatrapur	Nuapada	Koraput
20	Dharamgarh	Kesinga	Jeypore South	Balliguda
21	Jai Patna	Jeypore North	Umerkote	Rayagada
22	Malkangiri	Nabarangpur	Phulbani	Mannamunda
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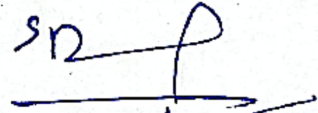
Sub Divisional Dak Mela Dates (July 2025)

Sl. No.	11.07.2025	18.07.2025	22.07.2025	25.07.2025
1	Bhubaneswar North	Khurda	Bhubaneswar South	Balugaon
2	Balasore	Jaleswar East	Jaleswar West	Soro
3	Rajnigiri	Bhadrak Central	Bhadrak East	Bhadrak West
4	Cuttack East	Cuttack West	Salipur	Jajpur
5	Dharamsala	Jajpur Road	Kendrapara North	Kendrapara South
6	Pattamundai	Athagarh	Cuttack Central	Jagatsinghpur
7	Kujanga	Baripada Central	Baripada East	Baripada West
8	Barsahi	Bangriposi	Karanjia	Rairangpur
9	Udala	Nayagarh East	Nayagarh West	Puri
10	Pipili	Nimapara	Titlagarh	Sonepur
11	Balangir Central	Patnagarh	Talcher	Angul East
12	Dhenkanal	Kamakhyanagar	Champua	Ghatagaon
13	Angul West	Anandpur	Rourkela East	Rourkela West
14	Keonjhar East	Keonjhar West	Sambalpur East	Deogarh
15	Bonaigarh	Bargarh East	Sambalpur West	Sundargarh North
16	Rajborasambar	Bargarh West	Kuchinda	Berhampur North
17	Sundargarh South	Jharsuguda	Bhanjanagar	Bhawanipatna
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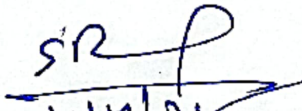
Sub Divisional Dak Mela Dates (August 2025)

Sl. No.	13.08.2025	19.08.2025	22.08.2025	26.08.2025
1	Bhubaneswar North	Khurda	Bhubaneswar South	Balugaon
2	Balasore	Jaleswar East	Jaleswar West	Soro
3	Rajnigiri	Bhadrak Central	Bhadrak East	Bhadrak West
4	Cuttack East	Cuttack West	Salipur	Jajpur
5	Dharamsala	Jajpur Road	Kendrapara North	Kendrapara South
6	Pattamundai	Athagarh	Cuttack Central	Jagatsinghpur
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 5/8/25
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Sub Divisional Dak Mela Dates (September 2025)

Sl. No.	12.09.2025	19.09.2025	23.09.2025	26.09.2025
1	Bhubaneswar North	Khurda	Bhubaneswar South	Balugaon
2	Balasore	Jaleswar East	Jaleswar West	Soro
3	Rajnigiri	Bhadrak Central	Bhadrak East	Bhadrak West
4	Cuttack East	Cuttack West	Salipur	Jajpur
5	Dharamsala	Jajpur Road	Kendrapara North	Kendrapara South
6	Pattamundai	Athagarh	Cuttack Central	Jagatsinghpur
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