

Tr-10/2/2024-Training-DOP  
Government of India  
Ministry of Communications  
Department of Posts  
(Training Division)

Dak Bhawan, Sansad Marg  
New Delhi-110001  
Dated: 19.03.2026

To,

All Head(s) of Circles, Sr. DDG (Vigilance), Sr. DDG (PAF), CGM (Parcel),  
CGM (BD), CGM (PLI)  
Director(s), RAKNPA, Ghaziabad  
All Deputy Director General(s)  
Director(s), Postal Training Centres  
In-charge(s), Regional Training Centres

**Subject: Inviting Nominations for the Workshop on, "Key Account Management for Posts (KAMP)" scheduled to be held from 04 - 08 May, 2026, at Asian-Pacific Postal Union (APPU), Bangkok, Thailand – reg.**

With reference to communication received from the Asian-Pacific Postal Union (APPU), Bangkok, vide Letter No. 26/20/021 (26)-VS/ss dated 19.01.2026 (copy enclosed), nominations are invited for participation in the workshop on "**Key Account Management for Posts (KAMP)**" scheduled to be held from 04 - 08 May, 2026, at Asian-Pacific Postal Union (APPU), Bangkok, Thailand.

2. The workshop on "Key Account Management for Posts" aims to equip participants with a strategic approach to build long-term, profitable relationships with vital, high-volume customers by dedicating resources to understand their unique needs. It emphasizes moving beyond simple transactions to becoming strategic partners through co-creating solutions and fostering customer loyalty for mutual growth in a competitive and evolving market.

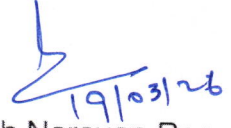
3. In view of the above, it is requested to forward the nomination of **one (01) suitable officer/official**, as per the target audience mentioned below and in accordance with the enclosed training nomination format, to this office **latest by 31 March, 2026**:

Sl. No.	Workshop	Target Audience
1.	Key Account Management for Posts (KAMP)	PA/IP/ASP/Group B cadre/JTS & equivalent cadre, especially those involved in Marketing and Business Development

4. It is informed that officers should be nominated solely after confirming their availability for the entire duration of the scheduled training. Moreover, it is to be noted that any officer who, after being nominated, fails to attend the training due to personal reasons may be debarred from attending any training programs for a period of one year. It is also mentioned that officers nominated shall not be deputed

for the programmes/workshops until a communication in this regard is received from the Training Division, Dak Bhawan.

This issues with the approval of Competent Authority.

  
19/03/26

Ashutosh Narayan Rao  
ADG (CP & Training)

Encl: As above

**Copy to:** CEPT, Bengaluru, for publishing this letter on the India Post website for wider publicity.

# **Format for Nomination and Evaluation for Courses and Workshops at APPC, Thailand**

## *Part A: To be Filled by Nominated Staff*

### **1. Personal Information:**

- **Name:**
- **Designation:**
- **Department/Division:**
- **Contact Number:**
- **Email Address:**
- **Whether personal passport available or not:**
- **Whether attended any foreign training program earlier, if yes, details thereof:**
- **No. of official foreign visits in CY 2025-26:**

### **2. Professional Background:**

- **Years of Experience in relevant field:**
- **Brief Description of Current Role and Responsibilities:**

### **3. Relevance of the Training Program:**

- **Training Program/Course-**
- **How will this training benefit your current role?**
- **Specific skills or knowledge you aim to acquire from the program**

### **4. Commitment:**

- **Availability to attend the full duration of the program:**
- **Agreement to Participate in Pre- and Post-Program Assessments/Interviews:**

### **5. Endorsement:**

- **Signature:**
- **Date:**



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***Part B: To be Filled by Divisional Heads***

**1. Relevance of Training Program:**

- **Justification for Nominating the Staff:**
- **Expected Impact on the Department/Division:**

**2. Endorsement by Divisional or Regional or Circle Head (As per Place of Posting)**

**along with cogent reasons:**

- **Name:**
- **Designation:**
- **Signature:**
- **Date:**

**3. Recommendation of HOC along with cogent reasons:**

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# ASIAN-PACIFIC POSTAL UNION

Our Ref. 26/20/021 (26)-VS/ss

19 January 2026

APPU members:

Afghanistan, Australia, Bangladesh, Bhutan,  
Brunei Darussalam, Cambodia, China, Fiji,  
India, Indonesia, Iran, Japan, Korea, Lao PDR,  
Malaysia, Maldives, Mongolia, Myanmar,  
Nauru, Nepal, New Zealand, Pakistan, Papua  
New Guinea, Philippines, Samoa, Singapore,  
Solomon Islands, Sri Lanka, Thailand, Tonga,  
Vanuatu and Vietnam

**Subject: Invitation to attend the Key Account Management for Posts Workshop (4 - 8 May 2026), at the Asian - Pacific Postal College, Bangkok**

Dear Sir/ Madam,

The Asian-Pacific Postal College will be conducting an in-house workshop on “Key Account Management for Posts” from 4 to 8 May 2026. This workshop, which targets mainly Marketing Executives, Postal Managers and Supervisors, will be a part of the 4-week course on “Marketing and Innovation for Posts” (27 April to 22 May 2026).

Key Account Management in the postal sector is a strategic approach to build long-term, profitable relationships with vital, high-volume customers by dedicating resources to understand their unique needs, moving beyond simple transactions to become strategic partners, co-creating solutions, and fostering loyalty for mutual growth in a competitive, evolving market. It involves dedicated teams, tailored services, and a shift from selling to providing comprehensive mail/ parcel, logistics and digital solutions for competitive edge in the market.

The workshop will include the following aspects:-

- Importance of Key Account Management
- Challenges to build the Key Accounts database?
- Relationship of Marketing Mix and Sales Plan with the Key Account Management
- Development of Key Account Manager
- Customer-based Selling and Account Planning
- Advisory Planning

Hence, this workshop will be of immense benefit to your administration. The registration is now open. The tuition fee for any self-funded seat is US\$ 750. Your officers are welcome to stay in our dormitory, on a twin-sharing basis, without any additional charge.

Completed registration forms can be sent via an e-mail to [admin@appu-bureau.org](mailto:admin@appu-bureau.org) . For further information, please do not hesitate to contact Mr. Anucha Soonglertsongpha, Course Director, via his e-mail address: [anucha@appu-bureau.org](mailto:anucha@appu-bureau.org) .

*Cont'd*

**Postal Address**

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Fax: +66 (0) 2 573 1161  
E-mail: [admin@appu-bureau.org](mailto:admin@appu-bureau.org)

We look forward to receiving the nomination of suitable official (s) from your country for this extremely useful and relevant Workshop.

Yours faithfully,



Dr. Vinaya Prakash Singh  
Secretary-General