



EMPOWERING EXPORTERS THROUGH POST: INDIA POST'S DAK GHAR NIRYAT KENDRA INITIATIVE

In the APPU Postal Business Forum 2024, India Post was recognized with the Innovation in the Postal Sector Award for its Dak Ghar Niryat Kendra (DNK) initiative. This project demonstrates how postal networks can play a pivotal role in connecting underserved communities to global markets through inclusive, digital export facilitation.



Project Overview

To promote cross-border e-commerce and support the Government of India's export-led development goals, India Post launched the Dak Ghar Niryat Kendra (DNK) initiative. Over 1,000 DNKs have been established as one-stop export facilitation centers across India, focusing especially on rural and semi-urban areas.

These centers provide end-to-end digital and physical support, including:

- Guidance by Dak Niryat Sahayaks (Postal Export Assistants) on registration, documentation, invoicing, and compliance;
- Integration with e-commerce platforms and customs systems for label generation, electronic declarations, and tele-customs processing;
- Phygital infrastructure (physical drop points + digital portal) for shipment processing;
- Support for IGST refund, MIS reporting, shipment tracking, and data validation.

Key Highlights

Inclusive Reach: Over 20,000 MSMEs, especially women entrepreneurs and artisans from Tier II and III towns, have registered on the DNK portal.

Strong Export Impact: Within two years, DNKs facilitated 625,000+ shipments worth USD 17.6 million, enabling global market access for local producers.

Affordable and Simple: DNKs reduced export costs and complexity for micro-exporters by offering digital tools and hands-on guidance.

Empowering Women: The project enabled many "export-from-home" women entrepreneurs to run online businesses and ship globally.

Boosting Incomes: Direct export revenues via DNKs are up to 5x higher than traditional sales through traders, improving local livelihoods.

Greener Processes: The paperless, tele-customs system supports low-carbon logistics aligned with India's green goals.

Stronger Postal Role: DNKs position India Post as a key trade enabler, especially in regions historically disconnected from global commerce.



By offering affordable, accessible export solutions, India Post's DNK model boosts income generation, reduces reliance on intermediaries, and supports SDG targets related to market access, digital inclusion, and green logistics. It stands as a replicable blueprint for how postal operators can unlock export potential at the grassroots level.