The Global Postal Network – Key to providing universal access, delivery and payment services to support e-commerce in rural areas

UNCTAD e-commerce week

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192 member countries, one single postal territory for all postal exchanges

- 640,000 public post offices worldwide
- Three-dimensional network: physical, financial, electronic services
- Unmatched network with rural depth
- Example: 80% of post offices in Sub-Saharan Africa located in smaller cities and rural areas
Case example: India

THE SCALE OF INDIA’S POSTAL NETWORK
(AS OF 31-MARCH-2014)

Total number of post offices: 1,54,882
Delivery post offices: 1,46,910

RURAL COVERAGE
Rural Post Office: 1,39,182 (89.86%)
Urban Post Offices: 15,700 (10.14%)

Departmental employees: 2,00,344
Gramin Dak Sevaks: 2,59,604

8,221: average number of people served by a post office in India
6,193: average number of people served by a post office in rural areas
26,198: average number of people served by a post office in urban areas

21.22 sq km: Average area served by a post office
Case example: India

**Strategy**

- Partnerships with e-retailers for the fulfillment of online orders
- Cutting time and transport by placing postal operations inside e-retailers’ warehouses
- Customer-fitting payment method (cash-on-delivery)
Case example: India

Challenges

- Rural transport, electricity, and internet (data) infrastructure
- Integration of postal and e-retailers’ systems for real-time visibility of deliveries and payments
- Last-mile distribution of e-commerce items
Thank you

Comment? Questions?