



D.O. No. 6-1/2024-MD

Dated 10th July, 2024

This is regarding the implementation of the incorporation of the by-line 'Dak Sewa Jan Sewa' with the logo of Department of Posts. As per instructions of the Hon'ble Minister of Communications, the by line of 'Dak Sewa Jan Sewa' has been incorporated with Logo and the same has been approved by the Competent Authority. (Annexed)

2. The existing Logo of Department of Posts was designed in the year of 2008. This incorporation of 'Dak Sewa Jan Sewa' embodies the core value of public services-oriented organization. It symbolizes our dedication to efficient postal and public services operation, catering to the diverse needs of common citizens across the country.

3. In This regard, All Head of the Divisions/Directorate, CGM CEPT, All Head of the Circles are requested to arrange to ensure that this change is suitably reflected on various places of DOP Communications, as well as branding ranging from letter heads to the Banners/Posters, Name boards, Signage, information boards in the post offices etc. The google drive link for the design of incorporation of the by-line 'Dak Sewa Jan Sewa' with the logo of DOP is placed below:

<https://drive.google.com/drive/folders/16rKIvnHGczyEcbY91tx8NzCjl4S3hzAn?usp=sharing>

4. The entire exercise may be done in a time bound manner on priority basis. It is also requested to establish a realistic timeline for the complete transition to this change, ensuring minimal disruption to our ongoing operations and services.

5. Wide Publicity is also required to be given to familiarize and acquaint the user with this change. This initiative will strengthen the Department's identity and reinforce our commitment to serve the public with excellence and integrity.

6. I would be thankful for your kind support in this endeavour.

Your Sincerely

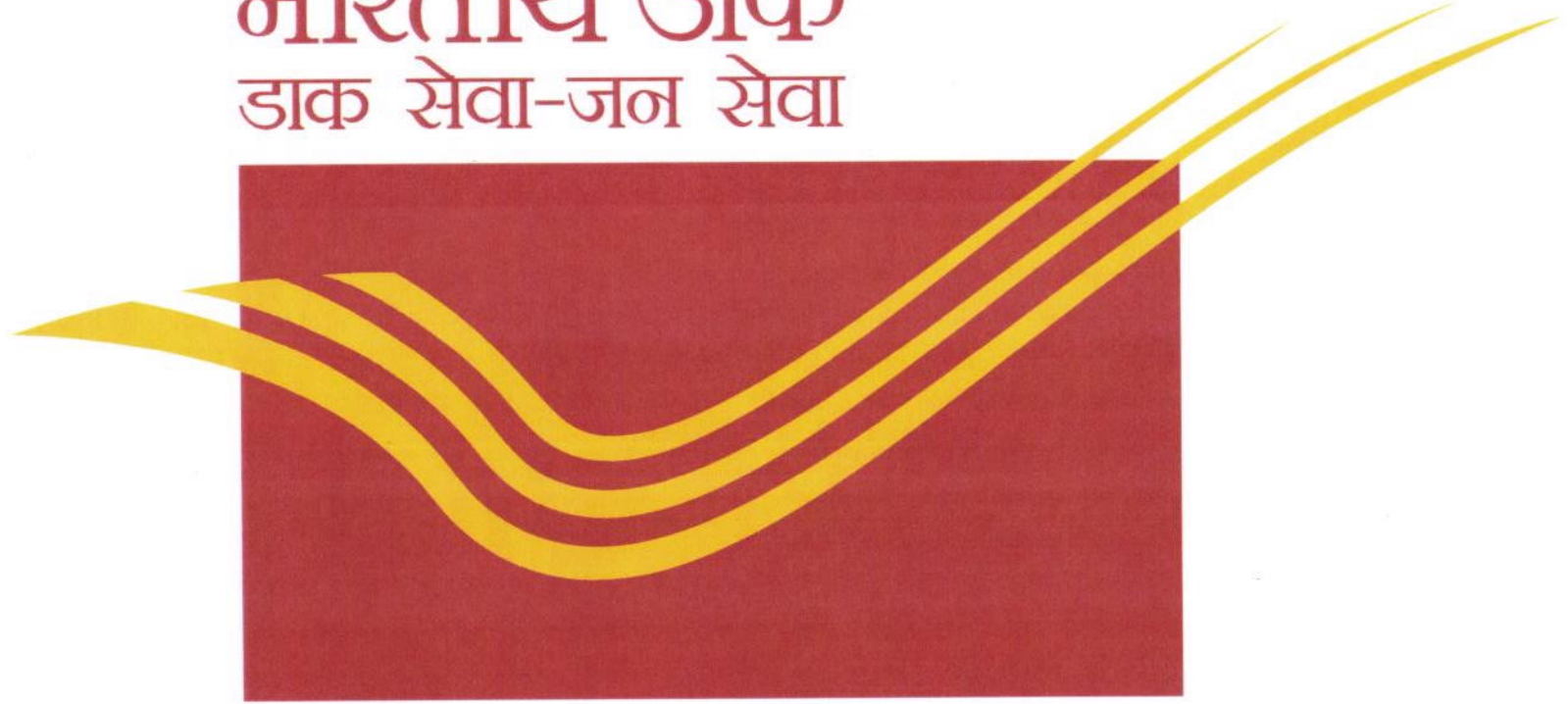

(Ashish Kumar)

1. All Chief Postmasters General by Name
2. HOC, CEPT
3. The CGM, Parcel Directorate/CGM, BD Directorate/CGM, PLI Directorate
4. Director, RAKNPA, Ghaziabad
5. Add. DG, APS Directorate
6. Secretary, Postal Service Board

Copy to:

1. PS to Hon'ble MoC/PS to Hon'ble MoSC
2. PPS to Secretary (Posts)
3. PPS to Director General Postal Services
4. PPS to All Members of Postal Services Board/ AS&FA
5. Sr. DDG (Vig.) & CVO / Sr. DDG (PAF)
6. CEO, IPPB
7. All DDsG
8. GM, CEPT with a request to upload the same on India Post website & other relevant websites & portals.
9. Director, Admin (Dak Bhawan)
10. ADG (Admin) with a request to upload this circular on e-Office

भारतीय डाक
डाक सेवा-जन सेवा



India Post
Dak Sewa-Jan Sewa