



Federation of National Postal Organisations

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SIVAJI VASIREDDY

Secretary General

No: FNPO/Marketing & Sales vertical/2026

dated 25.07.2026

To

Sri Subrat Das Ji

Hon'ble Chairman, Postal Services Board & Secretary Posts

Department of Posts

Dak Bhawan, New Delhi - 110001

Respected Sir,

Sub: Suggestions on the proposal regarding Marketing & Sales Vertical in the Department of Posts - Reg.

FNPO welcomes the initiative of the Department to establish a dedicated **Marketing & Sales Vertical** for strengthening business development, customer outreach and revenue generation. Considering the rapidly changing business environment, increasing competition from private courier companies, banks, insurance organizations and digital service providers, a professional marketing mechanism is indeed the need of the hour.

After carefully examining the proposal, our Federation wishes to submit the following suggestions for your kind consideration.

The Department had initially proposed creation of a separate Marketing Executive Cadre. Subsequently, after considering various practical aspects, the proposal has rightly been modified into a **cadre-neutral Marketing & Sales Vertical**, wherein officials retain their lien, seniority and promotional prospects in their parent cadre. FNPO fully supports this revised approach, as it avoids unnecessary cadre restructuring while ensuring administrative flexibility and optimum utilization of the existing experienced workforce.

Marketing is essentially a **functional responsibility rather than a separate permanent service**. Officials engaged in marketing should continue to remain part of their parent cadre so that they remain connected with operational work while simultaneously contributing towards business development whenever assigned to the Marketing & Sales Vertical.

However, the proposed hierarchy requires suitable modification.

The proposal presently provides **Assistant Manager (Marketing & Sales)** from Postal Assistants/LSG, **Manager/Senior Manager (Marketing & Sales)** from Inspector Posts/Assistant Superintendent of Posts and **Chief Manager/AGM** from PS Group-B/JTS officers.

While appreciating the overall concept, the proposal unfortunately overlooks the rich experience available in the **HSG-II and HSG-I** cadres.

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Officials in HSG-II and HSG-I are already managing Head Post Offices and major Sub Offices, supervising financial operations, customer services, POSB, PLI/RPLI, Parcel Business, Mail Operations, Government business, institutional customers and public interface. They possess vast experience in administration, business development, customer relationship management and achievement of business targets. Therefore, they are naturally better suited for higher functional responsibilities in the proposed Marketing & Sales Vertical.

Accordingly, FNPO proposes the following structure:

Functional Designation	Pay Level	Suggested Source Cadre
Assistant Manager (Marketing & Sales)	Level-4	PA/SA
Manager (Marketing & Sales)	Level- 5-6	LSG/HSG-II
Senior Manager (Marketing & Sales)	Level-7	HSG-I
Chief Manager/AGM (Marketing & Sales)	PS Group-B/JTS	PS Group-B/JTS

The above structure provides a logical and transparent career progression from MTS/Postman/PA/LSG → HSG-II → HSG-I → Group-B, while fully utilizing the administrative and business development experience available within the Postal Operations line. It also avoids creating avoidable disparities by restricting higher functional assignments only to Inspector Posts/ASP and preserves the existing promotional hierarchy of the Department.

Need for Appropriate Pay Structure and Performance-Linked Incentives

The proposed Marketing & Sales Vertical envisages highly specialized and target-oriented responsibilities involving business development, institutional marketing, customer acquisition, revenue generation, digital promotion, social media campaigns, field outreach, corporate liaison and achievement of measurable business targets.

These duties are substantially different from routine departmental work and require professional competence, mobility, communication skills, negotiation ability, analytical capability and continuous interaction with institutional and high-value customers. However, the proposal does not provide any **distinct financial incentive, special allowance or career benefit** corresponding to these additional responsibilities.

In the absence of adequate financial motivation, it may become difficult to attract capable and experienced officials to volunteer for such demanding assignments, thereby defeating the very objective of establishing the Marketing & Sales Vertical.

It is pertinent to mention that marketing professionals working in Banks, Insurance Companies, Financial Institutions and reputed private organizations are generally provided with **higher compensation packages, performance-linked incentives, business development allowances, communication facilities, mobility support and recognition schemes**. Such incentive structures have significantly contributed towards enhanced customer acquisition, employee motivation and sustained revenue growth.

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Since the Department of Posts is competing in the same market for financial services, parcel business, logistics, insurance and citizen-centric services, its marketing personnel should also be provided with a professionally designed compensation framework. Accordingly, FNPO proposes the following:

1. **Special Marketing Allowance:** A suitable monthly Marketing Allowance may be granted to all officials deployed in the Marketing & Sales Vertical considering the specialized nature of their duties.
2. **Performance-Linked Incentive:** A transparent incentive scheme may be introduced based on measurable incremental revenue generated above prescribed benchmarks instead of routine business.
3. **Higher Functional Pay Benefit:** During the tenure in the Marketing & Sales Vertical, officials may be granted an appropriate functional allowance or financial upgradation commensurate with their additional responsibilities.
4. **Business Development Incentive:** Separate incentives may be introduced for procurement of institutional business relating to Parcel, Logistics, POSB, PLI/RPLI, Citizen-Centric Services and other departmental products.
5. **Mobility and Communication Support:** Officials should be provided with laptops/tablets, official mobile connectivity, internet reimbursement, conveyance allowance and adequate travelling support for field marketing.
6. **Recognition Scheme:** Outstanding performers may be recognized through Circle-level and National-level awards, commendation certificates, preference for advanced training programmes and due weightage during future promotions.
7. **Professional Training:** The Department may sponsor officials for certification programmes in Marketing, Digital Marketing, Customer Relationship Management, Business Development and Data Analytics through reputed institutions.

Protection of Existing Promotional Opportunities: The Marketing & Sales Vertical should remain purely a **functional assignment**. It should not adversely affect the cadre strength, promotional opportunities, seniority or service conditions of any existing cadre. Officials should continue to retain their lien, seniority and all promotional rights in their parent cadre throughout their tenure in the Vertical.

Consultation with Recognized Federations: Since the proposal has implications on manpower deployment, service conditions and career progression of employees belonging to different cadres, FNPO requests that the final scheme may kindly be implemented only after detailed consultation with all recognized Federations so that practical issues arising during implementation can be suitably addressed.

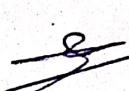
FNPO reiterates its wholehearted support for strengthening the business development activities of the Department. However, the success of the Marketing & Sales Vertical will depend not merely upon creation of functional posts but upon selecting experienced personnel, providing an attractive career structure, adequate financial incentives, modern marketing tools, professional training and sufficient administrative support.

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We are confident that incorporation of the above suggestions will make the proposed Marketing & Sales Vertical more practical, professionally effective, employee-friendly and capable of substantially enhancing the Department's revenue, competitiveness and public image. My Federation therefore request your kind consideration of the above suggestions while finalizing the scheme.

With respectful regards,

Yours sincerely,

 25/7/26
(SIVAJI VASIREDDY)
Secretary General

Copy to:

1. The Member (Service Quality & Marketing), Postal Services Board, Dak Bhawan, New Delhi for information and immediate necessary action in this matter.
2. The DDG (Establishment), Dak Bhawan, New Delhi - 110001 for information and necessary action.