



DEPARTMENT OF COMPUTER SCIENCE AND APPLICATION  
ATAL BIHARI VAJPAYEE VISHWAVIDYALAYA, BILASPUR (C.G.)

A REPORT OF

**DAK COMMUNITY DEVELOPMENT PROGRAM  
(DCDP)**

**INDIA POST : BRING GOVERNMENT TO YOUR  
DOORSTEP**

BY

**HEAD POST OFFICE , BILASPUR (C.G.)**

ON



AT

**CENTRE OF EXCELLENCE (COE) LAB**

## EVENT DETAILS

On 27 July 2024, the Head Post Office of Bilaspur (C.G.) organized an informative session at the Centre of Excellence (COE) Lab, Atal Bihari Vajpayee Vishwavidyalaya, Bilaspur (C.G.), specifically aimed at students from the Department of Computer Science and Applications. The session was focused on the DAK Community Development Program (DCDP) initiated by India Post. The DAK Community Development Program is an initiative by India Post designed to enhance the outreach and effectiveness of its services. The program aims to:

- **Raise Awareness:** Educate the public about India Post's new and existing services.
- **Consolidate Information:** Bring together central and state government information and services.
- **Expand Enrollment:** Increase customer participation in various government schemes.
- **Involve Officials:** Engage local and state government officials in the planning and execution phases.
- **Establish Common Branding:** Develop a unified branding and execution strategy.
- **Develop Communication Plans:** Create effective communication strategies and Key Performance Indicators (KPIs).
- **Advanced Planning and Data Sharing:** Emphasize strategic planning, data sharing, and stakeholder involvement for comprehensive community development.

Mr. Paleshwar Sahu and Mrs. Sunita Dwivedi were the primary speakers at the session. They elaborated on the objectives and framework of the DCDP. Their presentation highlighted the following aspects:

- **Government Services Integration:** The program's role in streamlining and integrating government services through India Post.
- **Customer Enrollment:** Strategies to broaden the reach of government schemes by leveraging India Post's extensive network.
- **Local Government Involvement:** The importance of incorporating local government officials in the program to enhance execution and impact.
- **Branding and Communication:** The establishment of a cohesive branding strategy and communication plan to improve service delivery and public engagement.
- **Advanced Planning:** Emphasis on meticulous planning, data sharing, and stakeholder participation to achieve the broader goals of community development.

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In addition to discussing the DCDP, Mr. Sahu and Mrs. Dwivedi provided detailed insights into various services offered by India Post, including:

- **Payments Bank Services:** Information on India Post's banking services, including savings accounts, fixed deposits, and other financial products.
- **Financial Services:** Details on various financial services like money transfers and insurance products.
- **Citizen-Centric Services:** Overview of services designed to meet the needs of citizens, such as postal services, pension payments, and government scheme benefits.
- **E-commerce Solutions:** Parcel and logistics solutions for e-commerce businesses, including cash on delivery (COD) and reverse logistics.
- **Philately:** Services related to the collection and sale of postage stamps, promoting philately as a hobby and a cultural pursuit.
- **Business Solutions:** Customized mailing solutions for businesses including bulk mailing, address verification, and logistics support.
- **Digital Services:** Facilities for bill payments, recharges, and online services through India Post's digital platforms.

The session concluded with a formal vote of thanks delivered by Dr. H. S. Hota, Head of the Department of Computer Science and Applications. Dr. Hota expressed gratitude to Mr. Paleshwar Sahu and Mrs. Sunita Dwivedi for their informative presentation and acknowledged the importance of the Dak Community Development Program in enhancing public access to government services.

Dr. Hota also thanked the students for their active participation and engagement, highlighting the significance of such programs in bridging the gap between government services and the community.

The event was a significant step towards increasing awareness about India Post's diverse services and the DAK Community Development Program. The informative session equipped students with valuable knowledge on how India Post is contributing to community development and facilitating access to government services.

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