

**GOVERNMENT OF INDIA  
MINISTRY OF COMMUNICATIONS  
DEPARTMENT OF POSTS**

**LOK SABHA  
UNSTARRED QUESTION NO. 3839  
TO BE ANSWERED ON 18<sup>TH</sup> DECEMBER, 2024**

**100-DAY ACTION PLAN**

**3839. Shri Yaduveer Wadiyar:**

Will the Minister of COMMUNICATIONS be pleased to state:

- (a) the key features and objectives of the 100-day action plan reviewed by the Department of Posts and the specific metrics used to track progress;
- (b) the details of Dak Chaupal initiative and the manner this initiative will create employment opportunities;
- (c) the number of new initiatives launched under this action plan along with their targeted outcomes and budget allocations; and
- (d) the progress made in the first 100 days in terms of implementation and impact, supported by specific data and geographical distribution?

**ANSWER**

**MINISTER OF STATE FOR COMMUNICATIONS AND RURAL DEVELOPMENT  
(DR. PEMMASANI CHANDRA SEKHAR)**

(a) to (d) The 100-day action plan of the Department of Posts is aimed at transforming service delivery and enhancing efficiency through the following three initiatives to benefit the nation and its citizens:

- (i) **5000 Dak Chaupals across the country:** This drive aims to bring financial services and citizen-centric government services directly to rural areas improving accessibility and convenience. The goal of this initiative is to bring government services directly to every citizen's doorstep. As such, it is not an employment driven scheme. but a service provision scheme. During the 100 days campaign, 16,014 Dak Chaupals were held, with a total participation of 9,31,541 Persons.
- (ii) **On boarding of 3000 new exporters on the Dak Niryat kendra (DNK) portal:** Department aimed to register & onboard 3000 new exporters on DNK portal to bolster rural exports by supporting small-scale exporters. This initiative provides essential services including documentation assistance, market information, bar-coded label printing, and paperless customs clearance. Aligned with the 'One District- One Product' initiative, this scheme will promote local products, contributing to economic growth and rural development. Progress is monitored through dashboard on regular basis. During the 100 days campaign a total of more than 3400 exporters have been onboarded.
- (iii) **Proof of concept (PoC) in 10 villages and 1 city for development of a standardized, geo-coded addressing system in India:** This initiative aims to provide the proof of concept for simplified addressing solutions for citizen-centric delivery of public and private services. During the 100 days campaign, PoC is complete in 10 villages. The Department has released a beta version of the National Level Addressing Grid named 'DIGIPIN' for public feedback, encouraging industry leaders, technical institutes, Central, State and Local government, and the public to provide their valuable input.

A departmental dashboard is used to monitor the progress of the 100-day action plan. The funds for the 100-day action plan are available within the budgetary allocation to the Department of Posts.

\*\*\*\*\*