

"സ്വാതന്ത്ര്യത്തിൻ അമൃത വർഷം ഭാരതീയ തപാലേകും കരുതൽ വർഷം"



APPEAL



Dear colleagues,

It gives me immense pleasure to be part of Kerala Postal Circle, which has always been one among the performing circles in the country – not just in terms of quantitative business but in terms of quality of service as well.

It has been a really tough sailing during the last 18 months with COVID pandemic disrupting the very existence and survival of the society. Nevertheless, the country has tackled every hurdle in a very effective manner and has emerged afresh, breaking the shackles imposed by the pandemic. The pandemic has given some eye openers to the country in general and to the Department, in particular. It has taught a new way of life for every citizen – GO DIGITAL. All the organizations – be it government sector or private sector – are embarking upon this new era of digital journey and India Post plays a very crucial role in digital economy.

As we all are aware, Government of India is celebrating 75th year of independence under the theme "Azadi ka Amrit Mahotsav (AKAM)", which is an intensive, country wide campaign with focus on citizen participation. This year, India Post celebrates AKAM along with National Postal Week celebrations from 11th October to 17th October, 2021.

Even after 75 years of independence, the country is lagging behind in the empowerment of women and children due to various reasons like lack of institutional support, socio-economic factors etc., India Post has pioneered the cause of women and girl child empowerment by promoting

Sukanya Samridhi Yojana on a massive scale. Now, Kerala Postal Circle, which has always stood with the Government as a socially committed organization, has launched a unique and special campaign - "Each one Reach Two" to further promote the cause of women and child welfare.

The objective of this socially deliverable campaign is to insure the life of women through PLI/RPLI and to secure the future of children through SSA/PPF. It should be the endeavour of each employee of Kerala Postal Circle to reach out to the society during the National Postal Week celebrations in tune with AKAM and ensure that the lives of at least two women in their neighbourhood are insured through PLI/RPLI and the future of at least two children (ideally girl children below 10 years of age) are secured through SSA/PPF. This may not be seen from the perspective of target. Needless to say, this initiative of the Circle is a tribute to the nation and to Kerala State, especially during the occasion of National Postal Week coupled with AKAM. We are all in this together.

I would request each member of the Kerala Postal Circle to get involved in this campaign. The entire divisional administration will be giving the needed support. Downloading "Post info" application will help us to a great extent in explaining the benefits of our schemes to the general public. Though the campaign period is scheduled from 11th to 15th October, 2021, I would request all our workforce to reach out to the public and ensure desired coverage of women and children during 11th and 12th October itself. Let us all unite in making this endeavour a great success.

Regards,


(Sheuli Burman)
Chief Postmaster General