

No. 17-22/2025-GDS
Government of India
Ministry of Communications
Department of Posts
GDS Section

Dak Bhawan, Sansad Marg,
New Delhi-110001
Dated: 18.06.2025

To

All Heads of Circles
All Heads of Regions

Subject: Non-Monetary Performance-Linked Incentive Scheme for Gramin Dak Sevaks (GDS)-reg.

Sir/Madam,

The Department proposes to introduce a Non-Monetary Performance-Linked Incentive Scheme for Gramin Dak Sevaks. The purpose of the proposed Scheme would be to formally recognize high-performing GDS, encourage a culture of excellence and public service, and support their professional growth through meaningful, career-enhancing rewards that are not monetary in nature. The detailed draft Non-Monetary Performance-Linked Incentive Scheme for Gramin Dak Sevaks (GDS) is attached herewith Annexure.

2. I am directed to request to all the stakeholders to furnish their comments on the said proposal by 30.06.2025. While furnishing their comments, a threshold limit of points may also be indicated.

Yours Sincerely,

Encl: As above.

Digitally signed by
RAVI PAHWA

Date: 18-06-2025

11:18:53
(Ravi Pahwa)

Director (GDS)

Tel. 011-23096629

Email-adggds426@gmail.com

Copy to:

Sr. DDsG/CGM/DDsG

All recognized GDS Unions.

All recognized Federations /Unions/Associations.

DRAFT

Concept Paper on Non-Monetary Performance-Linked Incentive Scheme for Gramin Dak Sevaks (GDS)

1. Introduction

- i) Gramin Dak Sevaks (GDS) form the foundation of India's rural postal network. They play a vital role in delivering a wide range of services to rural populace — including mail delivery, financial services of both the DoP and IPPB and the Government welfare schemes. With the digital expansion of postal services and the increasing reliance on rural post offices for banking and social welfare delivery, the workload and expectations from GDS have significantly increased.
- ii) Despite their critical role, GDS currently have limited opportunities for formal recognition, especially in non-monetary terms. In view of this, the Department proposes to introduce a **Non-Monetary Performance-Linked Incentive Scheme**. The purpose is to formally recognize high-performing GDS, encourage a culture of excellence and public service, and support their professional growth through meaningful, career-enhancing rewards that are not monetary in nature.

2. Objectives

The key objectives of this scheme are as follows:

(a) **To reward excellent performance:**

GDS who consistently perform well — by opening new accounts, increasing revenue through postal and financial products, and efficiently delivering services — will be formally recognized through various non-monetary benefits. This will serve as a motivational tool for other GDS as well.

(b) **To encourage healthy competition:**

A transparent and merit-based incentive system will promote healthy competition among GDS. This is expected to improve overall performance at Branch Post Offices (BOs) and increase customer satisfaction in rural areas.

The performance of GDS will be evaluated monthly based on the following parameters. GDS securing threshold points consistently over a period of 3 months to two years shall be eligible for incentives. Higher weightage has been kept to GDS in tribal, hilly, and desert and difficult areas due to greater operational challenges.

Category/Type of Transaction	Minimum Value	Points (Normal Rural)	Points (Tribal/Hilly/Desert/ LWE and other difficult Areas)
A. High-Revenue Business Procurement			
Opening of Postal Accounts a. POSB b. RD c. TD d. SSA	Each A/c opened with minimum a. Rs. 1000/- b. Rs. 1000/- c. Rs. 5000/- d. Rs. 250/-	5	7
New PLI/ RPLI	Minimum Sum Assured – Rs. 2 Lakh	10	12
Jan Suraksha Schemes (PMJJBY/TPY/PMSBY)	Each new Enrollment	5	7
Booking of Speed Post/RL Articles/e-MO	Per article/e-MO booked	2	3
IPPB account opening	Each Premium A/c opened	5	7
IPPB Non-Recurring Transactions (CELC/DLC etc)	Per Transaction	2	3
Payment of Old Age Pensions/MGNERGA	Point for per Rs. 1000/- disbursed	1	1
Renewal Premium	Per transaction	1	1

A. Priority in Skill Development Training:

- a. GDS who meet the performance threshold for 3 continuous months will be given priority for advanced skill training.

[These training programs will be designed and implemented by the Training Division.]

B. Relaxation in Transfer Conditions:

- a. GDS who achieves the threshold for 6 consecutive months will be eligible to request a transfer even if the standard two-years condition is not fulfilled.

C. Additional Transfer Opportunity and Priority:

- a. Those who meet the performance benchmark in **12 of the last 14 months** will be given **one extra chance for transfer** and higher preference over others during the transfer process.

D. Relaxation in Eligibility for Departmental Examinations:

- a. GDS maintaining the required score for **18 months out of the last 20 months** may be allowed to appear for **limited departmental examinations** for MTS/PM or MG by providing with relaxation of 6 months in the minimum engagement criteria.
- b. GDS maintaining the required score for **36 months out of the last 40 months** may be provided one year relaxation for promotion as MTS under the **seniority quota**,
- c. However, the above relaxation will not be granted to those GDS who has ever been proceeded under Rule 10 of the GDS (Conduct and Engagement) Rules, 2020.

(Note: This will require amendments in the Recruitment Rules of MTS/PM/MG, to be initiated by the Personnel Division.)

7. Conclusion

This non-monetary incentive scheme aims to recognize the efforts of GDS in a clear and encouraging way. The scheme not only rewards result but also supports the