



Greater role of postal industry in driving Iran's economic growth

By Zohreh Molavi
Guest contributor

As Iran's economy needs diversification and expansion, the importance of a robust postal industry cannot be overstated. The postal sector has a crucial role to play in facilitating commerce, enhancing connectivity, and fostering entrepreneurship across all corners of the nation.

By leveraging its extensive network, the postal industry can emerge as a key driver of economic growth and development in Iran.

The postal system can be considered as one of the basic infrastructures of the e-commerce boom in Iran, especially in the issue of handicraft exports and the online retail business market.

The postal industry is much more than just a means of sending letters and parcels. It is an essential infrastructure that connects businesses, entrepreneurs, and consumers throughout the nation. The postal industry plays a crucial role in facilitating commerce, supporting small- and medium-sized enterprises (SMEs), and enabling logistics and supply chain operations.

By offering a range of value-added services, such as financial transactions and e-commerce fulfillment, the postal industry can serve as a catalyst for economic growth.

SMEs are the backbone of Iran's economy, representing a great part of businesses in the country. However, these enterprises often face substantial challenges in accessing financing and expanding their reach beyond local markets. The postal industry can help bridge this gap by offering a range of financial services to SMEs, including micro-lending, payment processing, and insurance. Through these offerings, the postal industry can support the growth of SMEs, enabling them to expand their operations across the nation and beyond.

With the rise of e-commerce, the demand for reliable and efficient fulfillment services is rapidly increasing. The postal industry can leverage its vast network of post offices and delivery routes to offer robust e-commerce fulfillment services to businesses and consumers. By streamlining the fulfillment process and offering real-time tracking and automated notifications, the postal industry can enhance the overall customer experience, driving repeat business and fostering online commerce.

Efficient logistics and supply chain operations are critical for the success of any enterprise. The postal industry can play a vital role in this area, leveraging its network of post offices and delivery routes to offer last-mile delivery services and optimize supply chain operations for businesses. This results in reduced transit times, enhanced operational efficiency, and cost savings for enterprises across various sectors.

Access to financial services remains a significant challenge for many Iranians, particularly in rural areas. The postal industry can help bridge this gap by offering a range of financial services such as savings accounts, money transfers, and bill payments which enables individuals and businesses in underserved areas to access financial services, fostering entrepreneurship and economic growth in these regions.

Innovation and entrepreneurship are key drivers of economic growth, and the postal industry can play a pivotal role in fostering these attributes. By providing access to funding, offering mentorship and training programs, and collaborating with start-ups and SMEs, the postal industry can create an enabling environment for innovation and entrepreneurship to thrive. This results in the emergence of new businesses, products, and services, enhancing the overall competitiveness of Iran's economy.

Power of innovation NTBFs for smart pos



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In today's digital age, the rapid growth of technology is reshaping the way we approach traditional services, including postal systems.

In Iran, the private sector and new technology-based firms (NTBFs) are playing a pivotal role in driving the transition towards smart, efficient, and innovative postal solutions.

By harnessing the capacity of these dynamic entities, Iran's postal industry is poised to undergo a transformative shift, embracing cutting-edge technologies and elevating the overall quality of postal services.

Speaking at a ceremony to mark World Post Day in Tehran on October 10, Issa Zarepour,

the minister of information and communications technology of Iran, emphasizing accelerating smartening the postal system in the country, called on reducing package delivery time.

Noting that the postal service is the driving force for the development of the digital economy, he said: "With the renovation and smartening of the postal system, we can witness the advancement of the digital economy."

Steps have been taken in the field of smartening the postal system, but it should gain momentum with all kinds of technologies, the minister added, noting that his ministry should pay more attention to the potentials of the private sector and NTBFs.

Private sector's greater participation

Iran's postal sector has traditionally been dominated by state-operated entities. However, with the increasing demand for modern, tech-driven postal service, the private sector could emerge as a formidable force in driving innovation and competition. Private companies are leveraging their agility, expertise, and capital to introduce advanced postal solutions that cater to the evolving needs of the market. Their participation will not only inject fresh ideas and investments into the industry but will also foster a culture of customer-centricity and efficiency.

Innovation through NTBFs

NTBFs are at the forefront of technological innovation, as their impact on Iran's postal sector is significant. These agile and entrepreneurial ventures are leveraging the latest advancements in areas such as artificial intelligence (AI), data analytics, block chain, and Internet of Things (IoT) to revolutionize postal operations. By collaborating with established postal players or operating independently, NTBFs are introducing disruptive solutions that enhance last-mile delivery, optimize logistics, and elevate the overall customer experience.

