

**GOVERNMENT OF INDIA
COMMUNICATIONS
LOK SABHA**

UNSTARRED QUESTION NO:834
ANSWERED ON:26.02.2001
DATA BASE HOUSEHOLD BUSINESS
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Will the Minister of COMMUNICATIONS be pleased to state:

- (a) Whether the Department of Posts has decided to compile data based household business conducted through pre-design questionnaire that is likely to be launched in Bangalore and Hyderabad;
- (b) If so, the main features of the proposal;
- (c) The time by which a final decision is likely to be taken in this regard; and
- (d) The extent to which it would be beneficial for cities?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS (SHRI TAPAN SIKDAR)

- (a) & (b): Data Post is a data-base of addresses of all citizen in a locality or in a big city/ town incorporating in full the individual profile about a person, his profession, social and economic status, etc. Data Post consists of full information about the households and the businesses.
- (c) It has been decided to carry out two pilot projects - one in the city of Bangalore and the other in the city of Hyderabad before it is extended to other cities of the country.
- (d) Data Post will generate complete information about the citizens in a city which will enable mails to be delivered correctly to every citizen. It will also in due course act as a useful tool for tracing movement of the citizens from one address to another for facilitating mail delivery. Data Post can also be accessed by the industries and corporate offices for direct mail purposes for promotion of their business. It can also be used by the social and economic researchers in furtherance of their socio-economic studies on various aspects of life.