

**GOVERNMENT OF INDIA
COMMUNICATIONS
LOK SABHA**

UNSTARRED QUESTION NO:4320
ANSWERED ON:16.04.2001
BUSINESS DEVELOPMENT DIRECTORATE
CHINTAMAN NAVSHA WANAGA;RAMDAS RUPALA GAVIT

Will the Minister of COMMUNICATIONS be pleased to state:

(a) whether the Government have set up Business Development Directorate to explore profit based services activities in post offices; and

(b) if so, the details thereof?

Answer

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

(a) Yes, Sir.

(b) Business Development Directorate was set up in 1996 to design, develop and market value-added premium products of the Department of Posts. The responsibilities of the Business Development Directorate are enumerated as follows:

Expansion and promotion of the existing value-added products and services.

Designing & launching of new value-added products and services;

Set up procedures, regulations and guidelines for their retailing and networking;

Market study, market testing and products improvement.

Training for personnel;

Monitoring and reviewing of growth of value-added products and services.