

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:3459
ANSWERED ON:17.08.2005
PILOT MARKET SURVEY PROJECT
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Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether a pilot market survey project was carried out in Agra about two years ago by the postal department;
- (b) if so, the details thereof;
- (c) whether in the said project, the postal department has collected a fairly comprehensive data base of utilization of FMCG products, telecom services and other consumer goods using postmen as data collectors;
- (d) if so, the time by when it is likely to be introduced throughout the country; and
- (e) the extent to which the said data has been collected in various parts of the country?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD)

- (a) to (c) A very limited exercise for collection of data related to family details, consumer goods and services was carried out on local basis in Agra.
- (d) & (e) Data was also collected earlier in Bangalore and Hyderabad. However, there is no plan at present to undertake the data collection throughout the country.