

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

UNSTARRED QUESTION NO:149

ANSWERED ON:26.07.2010

TARGETS UNDER RURAL PLI SCHEME

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Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether the Government has any proposal to offer value added new services especially in financial services of Department of Posts to improve the services;
- (b) if so, the details thereof;
- (c) The time by which these are likely to be provided;
- (d) the targets fixed and achievements made under various schemes including Rural Postal Life Insurance (PLI) and other Insurance schemes accomplished by the Department of Posts during each of the last three years and the current year, State-wise;
- (e) whether the Department of Posts has failed in providing better services to the customers in comparison to the banks in the country as also in providing attractive returns in traditional deposit scheme;
- (f) if so, the details thereof; and
- (g) the steps taken/being taken by the Government to improve the functioning of the Post Offices?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI GURUDAS KAMAT)

(a) to (c) The Department of Posts is continuously engaged in improving its services with the help of technology upgrades and innovations in services offered. Recently introduced value added services include introduction and expansion of Points of Presence for the New Pension Scheme, International remittance and Instant Money Orders.

(d) The targets fixed and achievements made State-wise in Postal Life Insurance and Rural Postal Life Insurance during the last three years i.e. 2007-08, 2008-09, 2009-10 and current year is given in Annexure I to IV.

(e) to (f) The Department strives to provide the better services to increase customer satisfaction. Government has taken many steps to make the small savings schemes more attractive and investor friendly including introduction of Bonus at the rate of 5% on the deposits made under Post Office Monthly Income Account (POMIA) Scheme, extension of the benefit of Section 80C of the Income Tax Act, 1961 to the investments made under 5-Year Post Office Time Deposits Account and Senior Citizens Savings Scheme, Opening of "Zero deposit/Zero Balance" accounts for the beneficiaries of MGNREGA, Indira Gandhi Old Age Pension Scheme, Indira Gandhi National Widow Pension Scheme and Indira Gandhi National Disabled Pension Scheme.

(g) To improve the functioning of post offices the Government has inducted technology into postal operations. The Department has also launched Project Arrow which aims at creating a conducive and friendly work environment both for the staff and the customers in selected post offices and upgradation of core activities.