

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

UNSTARRED QUESTION NO:3564  
ANSWERED ON:24.08.2011  
SALE OF POSTCARDS  
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**Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:**

- (a) whether the sale of postcards, inland letters, etc. has gradually decreased over the last decade;
- (b) if so, the details thereof and the reasons therefor; and
- (c) the action taken by the Government in this regard?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI SACHIN PILOT)

(a) Yes, Madam.

(b) Year-wise traffic of postcards and inland letter cards estimated on the basis of enumerations in all Postal Circles of India conducted for two weeks in February and August every year in all delivery post Offices is as under:-

Year Mail traffic (in crores)

Post Cards Inland Letter Cards

2001-02 195.807 224.937

2002-03 163.465 180.622

2003-04 180.563 145.507

2004-05 112.95 120.29

2005-06 87.46 102.49

2006-07 86.10 100.13

2007-08 78.97 96.06

2008-09 78.24 98.18

2009-10 78.86 91.73

The above mail traffic trend indicates that there is decrease of sale of post cards and Inland letter cards in the post offices which is due to Induction of new technology in the field of personal communication.

(c) To encourage use of letter mail and in order to improve the quality of mails operations across the country including rural areas, an initiative has been undertaken to consolidate and optimize the existing mail network, bring in greater standardization in mail processes and strengthen monitoring mechanism. The Department has also taken action for setting up of Automatic mail Processing Centre in Delhi and Kolkata to expedite mail processing. An address Database Management Project has also been initiated in order to effectively manage the address database of public/customers.

Other measures taken by the Department of Posts to improve mail transmission and delivery services include:-

(a) Regular monitoring of mail routing and delivery is undertaken by posting Test letters and Trial Cards.

(b) Surprise checks on delivery of mails by the supervisory staff and officers.

(c) Live mail survey at regular intervals both in rural and urban areas to identify weak links and streamline the mail transmission and delivery system.

(d) To cope up with the seasonal mails, separate centres with adequate manpower are opened to give expeditious handling to such mail.

(e) Enhanced use of Pin Code and its popularization.

(f) Providing vehicles to postmen in the NE Region to expedite of mail delivery.