GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:2196
ANSWERED ON:18.12.2013
MARKET SHARE
Sardinha Shri Francisco;Shekhawat Shri Gopal Singh;Singh Shri Ijyaraj

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

(a) whether the people prefer private courier companies over the Postal Department for sending their mails/parcels etc.;

(b) if so, the comparative details of the market share of the Postal Department and courier companies;

(c) whether the Government has conducted any review of the functioning of the Postal Department and devised any mechanism to monitor the mail distribution system;

(d) if so, the details thereof and the shortcomings detected in this regard; and

(e) the follow up action taken by the Government in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. (SMT.) KILLI KRUPARANI)

(a) No. People do not prefer private courier companies over the Postal Department for sending their mails/parcels etc. Both the traffic and revenue of Speed Post have been increasing over the years indicating the trust of the customers in the service. Information regarding traffic & revenue generated from Speed Post for last three years is given at Annexure-A.

(b) An internal study on Speed Post conducted through identified partner also shows that the share of India Post's Speed Post in overall courier market has increased from the range 15.1 % to 18.3% in year 2010-2011 to 16.7% to 19.8% in the year 2011-2012. The details of the market share of Speed Post and some major courier companies during the year 2011-12 is given at Annexure-'B'.

(c) Yes, India Post has undertaken a Quality Improvement Project called 'Project arrow' to transform India Post into a vibrant and responsive organization. This was launched in April, 2008. The Project Arrow entails comprehensive improvement of the Core Operations of Post Offices as well as the ambience (Look and Feel) in which postal transactions are undertaken.

Further, in order to improve mail operations and quality of mail services across the country, the Department has implemented Mail Network Optimization Project. As part of the project, the online track and trace system for Speed Post has been strengthened to provide tracking information for Speed Post items on the website (www.indiapost.gov.in) which is used for monitoring operational efficiency of Speed Post service both at Postal Directorate and Circle level.

(d) & (e) A Web-based monitoring mechanism (through Data Extraction Tool) has been devised to collect data directly from the post office server without any manual intervention. For monitoring of mail distribution, some Key Performance Indicators (KPIs) were identified with tolerance level of 0% to 5% depending on the nature of activity. Data collected through Data Extraction Tool is analysed to identify the gaps in implementation and remedial action thereof.

For monitoring of delivery of Speed Post, an online performance monitoring system has been developed based on Key Performance Indicators (KPIs) for operational monitoring. Performance of the field units is measured in terms to various parameters such as transit time (time from booking to delivery), scanning of articles at various stages, delivery performance, use of PIN code, instances of missending etc. of Speed Post and Registered Mail. The various reports are available online which help the field units identify weaker areas and take remedial action. The performance of the field units is also evaluated at the apex level and remedial measures taken thereof. The qualitative improvements in Speed Post services include Mail Network Optimization, improved operational processes and end to end tracking information. Customer is able to track status of his/her consignment from point to point through Track & Trace facility.

A web based customer grievance handling and feedback system is also put in place wherein the customers can register their complaints and post their feedback online.