

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

STARRED QUESTION NO:509
ANSWERED ON:29.04.2015
POSTAL SERVICE IN UNSERVED AREAS
Mahtab Shri Bhartruhari;Vasava Shri Parbhubhai Nagarbhai

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

- (a) the criteria/norms laid down for opening of new post office;
- (b) whether the Government has identified areas across the country which are still not served by postal services; if so, the details thereof, State/UT-wise and the action taken in this regard;
- (c) whether some post offices have reported nil sales in some months during the last three years and if so, the number of such post offices across the country, State/UT-wise and the reasons therefor;
- (d) the fixed and variable expenses incurred by the Government on such post offices during the said period, State-wise; and
- (e) the steps taken/being taken by the Government to improve the postal services and their profitability in the country?

Answer

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI RAVI SHANKAR PRASAD)

(a) to (e) A Statement is laid on the Table of the House.

STATEMENT TO BE LAID ON THE TABLE OF THE LOK SABHA IN RESPECT OF PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 509 FOR 29th APRIL, 2015 REGARDING "POSTAL SERVICE IN UNSERVED AREAS".

(a) The criteria/ norms for opening of new post offices in different categories are at Annexure-I.

(b) Department of Posts is providing postal services in all areas of the country at affordable rates. Counter Services are provided through a network of 1,54,882 Post Offices (as on 31.03.2014) which is considered to be the largest network in the world (details are at Annexure-II). Postal Services of regular delivery of mail, collection of mail and sale of stamps and stationery at the doorstep of the customers are provided in all areas. Sale of stamps and stationery is also being offered through Franchise Outlets (FOs), Panchayat Sanchar Sewa Kendras (PSSKs) and through postmen/ mail delivery agents. Expansion of postal services and network is an ongoing activity. Identification of areas with inadequate access and remedial action is a continuous exercise undertaken by the Department to plug the gaps in the areas with insufficient coverage. State/UT-wise number of villages without Post Offices, FOs and PSSKs in the country (as on 31.03.2014) is at Annexure-III.

(c) No, Madam.

(d) Does not arise in view of (c) above.

(e) The Department of Posts offers a number of premium services like Speed Post, Express Parcel, Business Parcel, Logistics Post, Retail Post, etc. to generate additional revenue. These services and products are reviewed from time to time in view of the changing market scenario and customers need.

The entire mail network has been restructured under Mail Network Optimization Project of the Department. The performance of these Sorting Hubs for all accountable articles like Speed Post, Registered Post, Speed Post Parcels, etc. is regularly monitored against a set of well defined Key Performance Indicators (KPIs) to ensure a better quality of service to garner greater market share. Generation of enhanced revenue is the focus of the Department, hence Department also offers third party retail and other products/ services through the postal network. Moreover, revenue growth has been consistent over the years.

To enhance the visibility and value of existing as well as new products of the Department, action is taken from time to time to promote the service features and making people aware about the product by promoting the same through print and electronic media. Besides this, Department also undertakes other activities i.e. conducting Market Research for customer satisfaction, direct marketing and organizing exhibitions, press conferences and customer meets.