

**GOVERNMENT OF INDIA
MINISTRY OF COMMUNICATIONS
DEPARTMENT OF POSTS**

**LOK SABHA
UNSTARRED QUESTION NO. 1387
TO BE ANSWERED ON 27TH DECEMBER, 2017**

NATIONAL POSTAL WEEK

1387. SHRI P.R. SUNDARAM:
DR. J. JAYAVARDHAN:
DR. HEENA VIJAYKUMAR GAVIT:
SHRI DHANANJAY MAHADIK:
SHRI MOHITE PATIL VIJAYSINH SHANKARRAO:

Will the Minister of COMMUNICATIONS be pleased to state:

- (a) whether the Government has observed National Postal Week from 9th to 15th October, 2017;
- (b) if so, the details thereof along with the aims and objectives thereof;
- (c) the initiative taken by the Government to make the Postal Week a successful event;
- (d) whether the Government has taken note of the decline in investment in different postal schemes launched by the Government and if so, the details thereof and reaction of the Government thereto; and
- (e) the steps taken by the Government to improve the level of investments in such schemes and boost the income of Postal Department?

ANSWER

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF COMMUNICATIONS &
MINISTER OF STATE IN THE MINISTRY OF RAILWAYS
(SHRI MANOJ SINHA)**

- (a) Yes, Madam
- (b) India Post celebrates the National Postal Week from 9th to 15th October every year, starting with World Post Day which is celebrated each year on 9th October on the occasion of the anniversary of the establishment of the Universal Postal Union (UPU) in 1874 in Berne (Switzerland). The purpose of World Post Day is to bring awareness to the post's role in the everyday lives of people and businesses, as well as its contribution to social and economic development.

In keeping with World Postal Day celebrations, Department of Posts celebrates National Postal week undertaking programmes and activities aimed at generating a broader awareness of its role and activities among the public and media on a national scale. Week long activities are held during this period across the country.

Contd...2/-

(c) Six days of the National Postal Week were designated as specific days related to various postal activities viz Banking Day, Postal Life Insurance Day, Philately Day, Business Development Day and Mail Day including World Post Day which is celebrated on the first day of the National Postal Week. Department of Posts takes extensive awareness and engagement programmes to make it successful. During the National Postal Week, a number of activities including road shows, visits of school children to various postal facilities, contacting current and potential corporate customers, Savings Bank camps, Postal Life Insurance /Rural Postal Life Insurance camps, Philately camps, sprucing up and cleaning of Post Offices, mail offices and administrative offices etc. were organized.

During the National Postal Week this year, a new service i.e. Electronic-Indian Postal Order (e-IPO) Service of denomination of Rs. 10, Rs. 20, Rs. 50 and Rs. 100 was launched on 9th October, 2017 by the Minister of State for Communications, as a Pilot in Bihar, Delhi and Karnataka Circles. International Tracked Packet service was also launched on World Post Day.

In addition, under Postal Life Insurance, the clientele base of Postal Life Insurance was expanded to include professionals such as doctors, engineers, management consultants, bankers etc. and also employees of listed companies. Sampoorna Bima Gram Yojna was also launched.

(d) There has been no decline in investment by public in postal schemes launched by the government as shown in details in **Annexure**.

(e) The following steps have been taken by the Department of Posts to improve the level of investment in the Post Office Saving Bank & Insurance Schemes and boost the income of the Department:-

- Organizing Seminars/Melas/Road Shows to open new accounts and also getting investments in Post Office Cash Certificates.
- Targeting the poor people for opening of Savings Account with Rs.20/-.
- Fixing targets for every unit for opening of new accounts.
- Pursuing depositors having RD and MIS accounts to open Savings Accounts and give Standing Instructions for transfer of monthly instalment/interest automatically from/to their Savings Account.
- Expansion of clientele base of Postal Life Insurance to Professionals and also employees of listed companies.
- Launch of Sampoorna Bima Gram Yojna.
- Bringing the Saansad Adarsh Grams adopted by Hon'ble Members of Parliament under the ambit of Sampoorna Bima Gram Yojana.

Department of Posts reviews its services and products from time to time in view of the changing market scenario, changing customer needs, industry benchmarks etc and takes steps/action to modify service features and/ or introduce new services accordingly to improve the service level and offer efficient services to meet the customer's demands and thereby to increase the revenue.

Contd...3/-

Year	Deposits in Postal Savings Schemes (Rs. in crores)	Postal Life Insurance Premium collected (Rs. in crores)	Rural Postal Life Insurance Premium collected (Rs. in crores)
2015-16	368.31	6657	2012
2016-17	427.36	7234	2120
