

**GOVERNMENT OF INDIA**  
**MINISTRY OF COMMUNICATION AND INFORMATION TECHNOLOGY**  
**RAJYA SABHA**  
**QUESTION NO 19.11.2009**  
**ANSWERED ON**  
**NEW APPROACH FOR POST OFFICES .**

17

Shri Sabir Ali

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

- (a) whether it is a fact that Postal services need new and modern approach;
- (b) if so, the details in this regard; and
- (c) the strategy for the same?

**ANSWER**

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY

(SHRI GURUDAS KAMAT)

(a) Yes, Sir.

(b) Modern approach is needed to strive towards achieving financial self-sufficiency and to move towards a fully networked postal system while continuing to fulfill its Universal Service Obligation. The Department of Posts has launched "Project Arrow" to lay the foundation for a comprehensive, a long term transformation of India Post. The project aims at providing fast, reliable and efficient postal services to the customers in a customer friendly ambience. It is presently being implemented in 1000 post offices across the country both in urban and rural areas. The Project has been appreciated widely by the public in term of improved ambience and efficient delivery of postal services. It is proposed to extend the initiative to other Post Offices.

(c) The strategy of the Department is to:-

(i) Swiftly computerize all post offices in the country and bring them under a seamless network so that fruits of technological advances in service delivery can be extended through various e-enabled services to every nook and corner of the country. Computerization of post offices especially in rural areas will allow faster delivery of services, better customer care, better monitoring of service standards as also enable the Department to shoulder the responsibility of delivering various governance initiatives like disbursement of wages under NREGS, distribution of old age pension/widow pension etc.

(ii) Speed up mail transmission by induction of air freighters, setting up of Automatic Mail Processing Centres in major cities and optimization of the mail network. Three freighter aircrafts have been wet-leased and are carrying mail and goods between Delhi, Mumbai, Kolkata, Bangalore, Chennai, Nagpur and the North Eastern cities of Guwahati, Imphal and Agartala. This has greatly benefited postal customers and the business community especially in the North East.

(iii) Transformation of Postal Life Insurance – The Department is moving ahead with its plan to take the benefits of Rural Postal Life Insurance/PLI to cover 200 million lives in rural India by 2012. These welfare schemes will be available to the rural populace from their village post office.

(iv) Leveraging the postal network – India Post runs the largest postal network in the world with post offices providing postal and saving bank services in every nook and corner of the country. The Department is tying up with other Government agencies as well as public and private sector players to provide a variety of services hitherto unavailable in smaller towns and rural areas through its post offices. This is a symbiotic strategy as these agencies can use the extensive reach and deep penetration of India Post to reach new customers/beneficiaries and the Department can earn remuneration for services rendered.