

Falling sale of postcards

†1911. SHRI KAPTAN SINGH SOLANKI: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether it is a fact that the sale of postcards has fallen by nearly 75 per cent since the last decade;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether Government has formulated any action plan to improve the situation; and
- (d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI SACHIN PILOT): (a) Yes Sir, it is a fact that the use of post card as a means of communication has declined considerably.

(b) Approximately 277.57 crore post cards were posted during the year 2000-01 and the same declined to 78.86 crore during 2009-10, which indicates that there has been a reduction by approximately 72% in the usage of post cards since 2000-01. The decline in written communication through post card is due to rapid development of communications technology and increased use of mobile phones, e-mail etc. for personal communication.

(c) and (d) Department of Posts has initiated a major IT induction project which is aimed at serving the customer better and meeting all their communication requirements, printed as well as electronic/digital.

Amendment in Indian Post Office Act

†1912. SHRI ISHWARLAL SHANKARLAL JAIN: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether Government is bringing amendments in Indian Post Office law/rules, 1898;
- (b) if so, the details thereof;
- (c) whether considerable change is likely to occur in the law after the amendment of this law/rules; and

†Original notice of the question was received in Hindi.