

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

STARRED QUESTION NO:92
ANSWERED ON:14.07.2014
SALE OF POSTCARD
Chhotelal Shri ;Singh Shri Sunil Kumar

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

- (a) whether the sale of postcards has gradually decreased over the last decade;
- (b) if so, the details thereof along with the number of postcards printed by the Government during the last three years and the current year and the loss incurred as a result thereof;
- (c) whether the Government proposes to discontinue the sale of postcards and if so, the details thereof;
- (d) whether the Government has any proposal to introduce a cheaper service on the lines of e-mail in place of postcards; and
- (e) if so, the details thereof and the steps taken by the Government in this regard?

Answer

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY & LAW AND JUSTICE (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. 92 FOR 14TH JULY, 2014 REGARDING "SALE OF POSTCARD"

(a) & (b) Yes Madam. The sale of Postcards has gradually decreased over the last decade. The decline is due to rapid development of communications technology by way of increased usage of mobile phones, emails etc. for personal communications.

The quantity of Postcards printed by the Government during the last three years and the current year is as below:

Sl. No.	Year	Quantity printed (In crore pieces)
1	2011-12	10.59
2	2012-13	9.56
3	2013-14	10.44
4	2014-15	8.13

As per cost allocation of expenditure to major services, the loss attributed to Post Card is as under:

Sl. No.	Year	Loss per Unit (in rupees)	Loss (in crore)
1.	2010-2011	6.99	119.31
2.	2011-2012	6.85	107.83
3.	2012-2013	6.68	90.47

(c) to (e) No Madam.