

# A Study On The Various Services And Schemes Provided By India Post

Dr M. Shanthana lakshmi <sup>1</sup>, K. Jothika <sup>2</sup>, S. Lakshman <sup>3</sup>, S. Sivasaran <sup>4</sup>, M. Subash<sup>5</sup>

<sup>1</sup>Head of the Department, Department of Commerce Business Application,  
Sri Krishna Arts and Science College, Coimbatore 641008

<sup>2,3,4&5</sup> Students of B. COM AF, Department of Commerce Business Application,  
Sri Krishna Arts and Science College, Coimbatore 641008

<sup>1</sup>shanthanalakshmim@skasc.ac.in

---

## Abstract

Postal Services are one of the main channels of communication, where the official and unofficial, friends and families are greeted by the same eager to open the post cover to see the letters inside it. India post is the largest organization of its kind in the World, from their desert to Naga, from Kashmir to Kanyakumari India Post is the medium in which Millions of People Communicate. It has contributed enormously to connecting Humankind and Uniting everyone equally. India Post caters for the need of all kinds of consumers with various services and its saving scheme. The basic functioning of the department of the post is to have successful accumulation, collection processing, transfer and delivery of correspondence and it also includes other allied services. To an organization that has a high reputation due to its persistent utility provided over the years, it is really important to learn about the services of India Post. In these evolving times in new technologies and improvements, India Post is still relevant to the times and has been providing various services to the citizens. This study is about, examining the various services and schemes provided by India Post and to know the awareness of the Consumers

**Keywords:** Communication, India Post, Postal Services, Postal Schemes

## Introduction

India post is a brand name revealing recognition with the department of posts which functions as a government-managed postal system in the territory of India and is described as the post office within the territory of India. India post was launched in the year 1854 by Lord Dalhousie. The Organization was renewed and renamed as “INDIA POST” in 1972. The post office is the only public organization that is more intimately bound up with human relations than any other government department. The postman defying all odds – natural calamities, wild beasts, rough terrain and bandits discharges his duties. Today post office not only delivers letters but is also engaged in a range of retail activities through its vast network. Its capacity to handle financial transactions and its knowledge about the local environment provides efficient and cost-effective means of catering a variety of services to the public. India post truly represents both tradition and modernity.

## Objectives Of The Study

1. To outline the general postal services and schemes in the country.
2. To know the current flow of the services and schemes in India post based on their working styles.
3. To measure the level of awareness of customers over the postal schemes and services.
4. To identify the customer’s level of satisfaction over the schemes and services and suggestions for improvement.

## Scope And Importance Of The Study

According to this study, we can get knowledge about the general postal and non-postal services over the country and also their current flow over the customer. This study is also helpful to get a wide knowledge about the customer perception over the new schemes of the Indian postal system and also shows its impacts. Due to that many people may not get an idea about that. And this results in a loss for the Indian postal system. Lack of new technologies is also another reason for this loss. This problem can be solved by promoting advertisement more and more about the schemes and services among the people. people are fond of new development technologies. The postal system should also be updated based on that.

**Area of study:**

The study area is selected as Coimbatore city corporation limit.

**Target population:**

Customers of Post office in Coimbatore.

**Sample size:**

Questionnaires are collected from 101 respondents.

**Postal And Nonpostal Services**

**POSTAL SERVICES:** The postal operations include the whole array of the pioneer postal services that mainly include Sale of Stamps and Postal Stationery; Transfer of Registered Articles from one place to other. It facilitates secured transfer of valuables articles and a trusted medium for money transfer.

**SPEED POST:** Speed post India helps in efficiency by quicker and faster delivery of parcels and it also uses technology to track consignment.

**E-PAYMENT:** India Post renders its unique service known as E-payment. Under this service, it accepts payment across the counter and their consolidation and distribution are being made by the department s out of its wide reach and expertise.

**LOGISTICS POST:** India post has also launched a unique service by venturing into the logistic area. It is known as 'India Post Great'. Under this service parcels and big consignments are in any part of the domestic territory and also in the foreign countries. This new umbrella brancof India post is managing the activity of logistical and supply chain issues, right from placing an order, storing an delivering.

**E-POST:** Under this brand, the department undertakes the responsibility to send documents and greetings online and to deliver them to the concerned person or at the concerned place by mail.

**BUSINESS POST:** It is a type of service aimed at offering total mailing solutions that include activities such as collection, printing, inserting, and addressing business mails to facilitate the business community.

**MEDIA POST:** It is launched to reach Millions of civilians of India through advertisements and announcements or canvass on Postcards; Letters, Walls of Post Offices; Letter Boxes, Post Cards, and Stationary.

**DIRECT POST:** It is related to the distribution of advertising materials and the dissemination of specific information directly to prospective customers.

**POSTAL LIFE INSURANCE:** Postal Life Insurance (PLI) is one of the most popular services offered in the area of insurance by the department of post. It was launched in the year 1884 as a welfare measure for its employees serving as Employees of the Government of India.

**SAVINGS ACCOUNT:** A post office saving account is similar to a savings account in a bank. The agrarian and semi agrarian area people are best suited for having this savings account. It only requires a minimum of just Rs.20 for opening a Brand new account. It is a totally risk free investment. Even we can open a account in a small post office at a village.

**MONTHLY INCOME STATEMENT:** Post Office Monthly Income Account is meant for those investors who want to invest a lump sum and earn interest every month for their livelihood. This scheme is very helpful for the post-retirement people by ensuring monthly interest. The period of maturity of an account is six years.

**TIME DEPOSIT ACCOUNT:** The post office time deposit account is just like the bank fixed deposit amount. A time deposit account can be opened at any post office with a minimum deposit of Rs. 200. The amount can be deposited for 1year, 2years, 3years, and 5 years. The deposited amount is repayable after the expiry of the period for which it is made 1year, 2years, 3years and 5years

**NATIONAL SAVINGS CERTIFICATE:** National Savings Certificate is the fixed post office investment scheme. The NSC has a 5 years and 10 years maturity period. The person holding NSC can claim tax benefits. An adult in his name or on behalf of a minor and A minor trust two adults jointly.

**PUBLIC PROVIDENT FUND:** Public Provident Fund, popularly known as PPF, It is along term investment fund which offers good rate of interest and returns. Public Provident Fund accounts can be opened at designated post offices throughout the country and designated branches of public sector banks throughout the country. The minimum deposit required in a PPF account is Rs.500 in a financial year. The maximum deposit limit is Rs. 70,000 in a financial year.

**KISAN VIKAS – PATRA:** Kisan Vikas Patra (KVP) is a small saving certificate scheme which as a main objective of encouraging long term financial discipline in people. Amount invested in Kisan Vikas Patra doubles on maturity after 8 years & 7 months. It can be purchased by the following peoples:

An adult in his name, or on behalf of a minor, A minor, A Trust, Two adults jointly.

**Reference:**

- Vinayagamoorthy and K.Senthilkumar (2012) „An analysis of Postal Investment and Small Savings“ Banking Finance, Vol.XXV No. 02 February, Pp 18-22.
- N. Kathirvel A. Mekala (2010) „Women Investors“ Perception Towards Online Trading In Tamilnadu With Special Reference To Coimbatore District“ Tecnia Journal of Management Studies Vol. 5 No. 1,
- R. Ganapathi and S. Anbu Malar (2010) „Investors Attitudes towards Post office Deposit Schemes“
- BVIMR Management Edge, Vol. 3,  
No.2, Pp 26-45
- Shobhana. V.K. and J. Jayalakshmi, (2006) “Investors“ Awareness and Preferences-A Study”, Journal of Organizational Management, VolXXII, No3 Pp16-18. · Vinayagamoorthy and K. Senthilkumar (2012) „Financial Performance of Indian Postal Life
- Insurance“ The Business & Management Review, Vol 02, No. 1, February, Pp 183- 191.
- Veena K. Pailwar and Khushboo Saxena (2010) „Impact of Membership of Financial Institutions on Rural Saving “ Vikalpa Vol. 8, No. 2, April-June, 1983
- Mishra Richa and Damodaran Harish, (2004) “Post office is savers“ best bet”, Business line, August 25, p. 44.

- Mark J. Scher., (2001), Postal Savings and the Provision of Financial Services, DESA Discussion paper No. 22, Economic & Social Affairs, December 2001.
- Scher, Mark (2001) "Postal savings and the provision of financial services", Policy issues and Asian experiences in the issue of postal infrastructure for savings mobilization, Dec, Department of Economic and social affairs discussion paper no.5.
- Singh and Chander (2006) Investors' preference for investment in mutual funds: empirical evidence. The ICAFI Journal of Behaviour Finance, 3(1) Pp 7-17.
- Sukhdev. M.L (2008) „Informal Savings of the Poor: Prospects for Financial Inclusion“ Cab Calling, January-March, 2008. Pp 32-36 · Toshio Taki (2007) Nomura Capital Market Review, Vol. 10, No. 1,
- Vinayagamorthy. A and K. Senthilkumar (2012) „An analysis of Postal Investment and Small Savings“ Banking Finance, Vol.XXV No. 02 February, Pp 18-22. · Vinayagamorthy. A and K. Senthilkumar (2012) „Financial Performance of Indian Postal Life Insurance“ The Business & Management Review, Vol 02, No. 1, February, Pp 183-191. · Veena K. Pailwar and Khushboo Saxena (2010) „Impact of Membership of Financial Institutions on Rural Saving“ Vikalpa Vol. 8, No. 2, April-June, 1983

### **Findings:**

The majority (39.6%) of respondents belongs to the age group of 20-30 years.

The majority (38.6%) of the respondents are female.

The majority (42.6%) of the respondents are students.

The majority (49.5%) of the respondents have 2 earning members in their family.

The majority (36.6%) of the respondents have 300000- 500000 as their annual income.

The majority (45.5%) of the respondents visits the post office once a month.

The majority (58.4%) of the respondents use the speed post service system.

The majority (56.7%) of the respondents said that their parcels are delivered at correct times and incorrect periods.

The majority (55.4%) of the respondents selected lack of advertisement as the reason for un spread of postal services and schemes.

The majority 58.4% of the respondents selected were not aware of postal rules.

The majority (20.9%) of the respondents said public provident fund.

### **Suggestions:**

1. To be successful in competition with other private competitors, it must be ready to offer high-quality IT-related services. A new wave of awareness must be created among the people about the diverse schemes introduced and the reach of the schemes must be evaluated. This will also represent a significant growth opportunity for India Post beyond its current business base.

2. Government must create more awareness among the rural and urban people about the postal investment schemes and the benefits availed through it as it has not reached the people properly. Good reliable, Government-authorized agents should be appointed so that people find it easy to hand over the money so that mobilization of saving.

3. The Central and State governments should spread saving and investment habits by making foolproof safety mechanisms.
4. The difference between the rate of interest offered by the bank and another prevailing market rate must be as minimum as possible.
5. Internet and advanced technologies are to be provided.
6. Advertising through all the media and educating the public about the saving schemes are imperative. The post offices operate life insurance schemes but they are not popular at the desired level. The post offices provide loans against the NSC, KVP. But the targets fixed are not reached. Sometimes withdrawal of amounts is delayed due to the non-availability of funds. That can be solved by providing sufficient funds at the counter

7

**Conclusion:**

Since independence, the prime objective of the government policy in India is to promote rapid and balanced growth. Availability of adequate finance ensures systematic and uninterrupted development generally in the economy of the country and particularly in the field of postal investments. Necessary postal services and schemes can be made available in the postal intermediaries to perform their work efficiently and effectively.

Banks, non-banking finance companies, post offices and share markets are the major intermediaries. These organizations help retail and rural investors to save and invest their money for a specific purpose. Among the above, India post offices perform their work efficiently and effectively with reference to development.

Advertising through all the media and educating the public about the saving schemes are imperative. The post offices operate life insurance schemes but they are not popular at the desired level. The post offices should provide loans against the NSC, KVP. But the availability of the target of funds. That can be solved by providing sufficient funds at the counter. They should be termed as a developed unit to make goods and services to their customers and to be better than a private unit.

**Books:**

- Schwarzkopf (2003) The effects of attraction on investment decisions. *Journal of Behaviour Finance*, 4 (2) Pp 96-108.
- Shantilal Sarupria, (1963) "Individual Savings in an Undeveloped Economy- India", A case study *The Economic Weekly*, June 22, Pp.995-1001.
- Shobhana. V.K. and J. Jayalakshmi, (2006) "Investors" Awareness and Preferences-A Study", in *Journal of Organizational Management*, VolXXII, No3 Pp16-18

**Websites:**

1. [www.indianpost.gov.in](http://www.indianpost.gov.in)
2. [www.tamilnadupost.gov.in](http://www.tamilnadupost.gov.in)
3. [www.coimbatore.tn.nic.in](http://www.coimbatore.tn.nic.in)
4. [www.india.gov.in](http://www.india.gov.in)
5. [www.epostoffice.gov.in](http://www.epostoffice.gov.in)
6. <http://tamilnadupost.nic.in>
7. [www.royalmail.com](http://www.royalmail.com)

8. <http://m.economictimes.com>

9. <http://m.indiatimes.com>

10. [www.financialexpress.com](http://www.financialexpress.com)

### **Authors Profile**



I'm Jothika K pursuing B. Com Accounting and Finance in Sri Krishna Arts and Science College



I Dr .M. Shanthanalakshmi M.Com., M.Phil., MBA., Ph. D. heading the department of Business Applications and I has 15 years of experience. I also published various research papers both International and National nearly 17 papers and I skilled highly in Accounting, Finance, Research and Lecturing. Strong Finance Professional with a doctorate in finance (PhD).



I'm Lakshman S pursuing B. Com Accounting and Finance in Sri Krishna Arts and Science College



I'm Siva Saran S pursuing B. COM Accounting and Finance in Sri Krishna Arts and Science College



I'm Subash M pursuing B. Com Accounting and Finance in Sri Krishna Arts and Science College.