

Postal dept. launches new services

Kochi, Oct.9. The Central Postal Region celebrated World Post Day here by launching three new services.

The Coir Board chairman, Christy Fernandez, inaugurated the day's celebration and launched the Interactive Voice Response System (IVRS).

Addressing the gathering, Mr. Fernandez said that integrating the postal services with the new technologies is an answer to the challenges faced by the postal service. He added that since the customer in the modern age is highly aware of his rights, the buzzword in all organisation should be how to provide cost effective service, which can be best, utilised by customer.

The Spices Board Chairman, C.J. Jose launched the Internet website of the Central Postal Region, www.philakochi.com.

The Post Master General, P.C. Baburaj, launched the touch screen information system, which is installed

at the Ernakulam Head Post Office. Public can get information on postal service, tariff and other services of India Post by touch of the screen at the desired prompt.

The system helps track the status of the speed post articles and information on Speed Post service by dialling 291234.

According to the release issued by the Central Postal Region, this is the first net enabled IVRS service in the whole of the Speed Postal network in the Country.

Outsiders can access the service with the area code of Ernakulam or by inter-dialling. Delivery status of the speed post articles booked at any of the national speed post centre in India can be tracked through this system.

The system also helps track the status of the speed post article through the SMS of a mobile phone. The status of the speed post article can be known by punching the number given to the speed post item in the Write message

menu and sending it to 9895291234. A Kochi-based software group, Xtend Technologies, has developed this technology.

According to Director, Postal Services, Shibu M.Job, who welcomed the gathering, in spite of the technological advances, postal services continue to be used very effectively world over. He said that while there are 8.9 lakh postal personnel in the U.S., India has 6 lakh. The average number of letters written by Americans is 700 against 15 written by Indians.

These statistics, he said, show that advance in technology has not hampered the growth of postal service.

The PMG, Mr. Baburaj, said that post offices are assimilating the new technologies and offering new products. There are 1.54 lakh post offices in the country against the 23,340 at the time of independence.

The Assistant Director, Postal services K. Ramachandran, proposed the vote of thanks.