

THROUGH MEGHDOT CARDS

India Post introduced Meghdoot Post Card on September 2, 2002 . Meghdoot is priced at 25 paise that is half the cost of the regular post card. The writing space available on the address side of the regular post card is made available for advertising in multicolour in case of Meghdoot. The rate of advertisement is Rs. 2 per card and the minimum order for print is 100,00- cards .Meghdoot is printed by Security Printing Press at Hyderabad in sheets of 8 cards ,although some have been supplied to post offices by press in sheets of 4 or pairs of two cards.

Being a postal stationery article with an advertisement, its area of distribution is determined by the advertiser ,as its design and copy. In addition to the post offices in the area of its distribution the Meghdoot is also made available in limited quantity of 2000 cards at selected 8 philatelic bureaus that handle postal stationery, namely Ahmedabad, Bangalore, Chennai, Delhi, Hyderabad, Kolkata, Lucknow, and Mumbai .

Meghdoot literally means the cloud – messenger and is title of a play in Sanskrit penned by Kalidasa a few millenniums earlier. Meghdoot is also the name of an award that India Post presents to its meritorious employees annually. The printing of Meghdoot were decentralised to Circle Level on October 15, 2003 enabling India Post’s 23 postal circles to directly place their order on the press . However all other postal stationery articles with advertisement such as regular Post Card , Inland Letter Card ,Aerogramme , and Envelopes continue to be printed by the order of the National Postal Directorate , New Delhi . The Decentralization as added to the difficulties in procuring the necessary information on these cards even the very basic data such as date of issue .

India Post is not very strict in adhering to the date of issue in case of postal stationery and items are printed and issued at times months and believe it or not years after the scheduled date of issue . The philatelic bureaus however stick to the scheduled date of release in listing and applying the first day issue of post mark and postal stationery .This situation creates items of postal stationery with post mark date that is earlier then it was actually printed

Meghdoot cards are printed in 20 different languages and features motifs such as Rock Cut Rathas Mahabalipuram 13 bar and 15 bar , Mahatma Gandhi and Homi Jahangir Bahaba. My display only limits to conservation of Trees and Water which is the need of the hour .Though various topics of social , economical , medicinal have been covered I have limited it to conservation of Trees and Water . The first card on conservation was in 1-8-2003 on Central Ground Water Authority Both in English and hindi it has covered almost all cards hence forth till 2014 on the topic chose. All cards are printed at Security Printing Press , (SPP) Hyderabad .

PLAN

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