

MEGHDHOOT MEANS A MEDIUM OF MESSAGE CONVEYER OR CLOUD MESSENGER AND WAS INTRODUCED ON 24<sup>TH</sup> AUGUST 2002."BABA" A RAJNIKANT MOVIE WAS THE FIRST CARD. THESE CARDS WERE DECENTRALISED WITH EFFECT FROM OCTOBER 15, 2003.

Meghdhoot post cards are printed in 20 indian languages and are available at 8 chosen philatelic bureaus. It costs 25 ps in contrast to a normal card which costs 50ps as the advertiser bears the cost which is rs 2 per card and a minimum of one lakh card is to be printed. Earlier 20000 cards were given to india post to be distributed to the chosen bureaus and the distribution can also be the choice of the advertiser. Presently the advertiser has the liberty to take all the cards.

Hyderabad security printing press is the main source and these cards come in sheets of 8(occasionally 4 pairs or two and single cards are also noticed).

Meghdhoot is also the name of the award that india post presents for meritorious service of its employees. The software comprising of accounting, inventory and management by india post is also called meghdhoot.

The display pertains to the various cards released to create awareness on health, various schemes available at health centres, and medical awareness in total. Most of the languages and health scheme cards are covered but sometimes due to non-availability and no of frames one is not able to display same topic with different languages to cover maximum no of schemes released. Meghdhoot cards are still being released on various topics by the state governments, individuals etc. even the electoral roll were sent cards requesting them to vote. Even the year 2021 cards have been released.

These cards are a knowledgeable medium of print as it has covered not only this topic but topics ranging from sarva sikshya abigyan, consumer rights, awareness on cleanliness, advertisements etc.,tourism, save water, electricity, fuel, industrial safety, tourism etc. It forms an integral part of modern philately and is the quickest way to spread messages across the nation to masses in an affordable way.

<u>S.NO</u>	<u>DESCRIPTION</u>	<u>PLAN</u>	<u>NO.OF PAGES</u>
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2.	AIDS		09
3.	OTHERS		06

