



# SIPA

# Bulletin

For Private Circulation to Members only

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Vol.30 No.1

INDIAN POST  
OFFICE 1872 P. 8

JAN - MAR 2011

INDIAN  
POST CARD P. 11

QUARTERLY

## Editorial

### COMMEMORATIVES OF 2010

#### Review

As you are aware, this editorial, first of a new year is reserved to have an overall review of the issues commemorated by India Post in the year 2010.

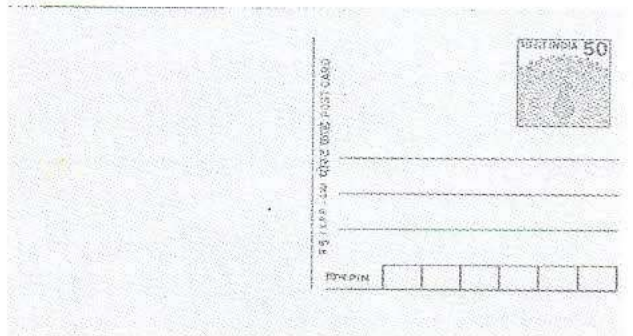
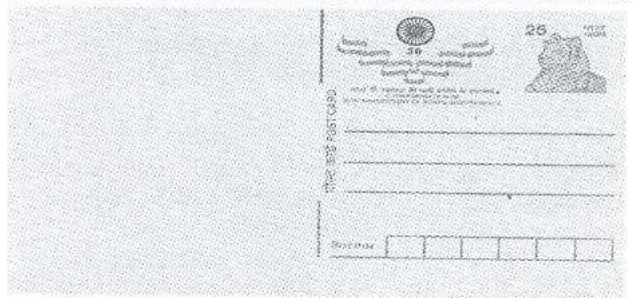
On the whole, it is a good year for INDIA POST with 58 issues having 89 stamps. Compared to the previous year (2009) we can feel happy that there is a reduction of about 10-12% in the number of stamps issued.

But the year of 2010 will cost more or less the same of 2009 at a value of Rs. 1540/- (with 90 stamps of Rs. 5/-, two stamps of Rs. 20, and 11 miniature sheets) as against of Rs. 1536/- of 2009.

Again, out of 58 issues, about 34 Nos were dedicated to personalities which is against the regulation of "personalities should be restricted to 25% of the issues". But as we know in India generally rules are for breaking only and not to follow and India Post is also not an exemption.

The year 2010, saw some good sets by India Post, in the name of Astrological signs, Postal Heritage Buildings, Stamps of Princely states etc and a lovely set on pigeon and sparrow. Of course, all these were issued as miniature sheets also totalling to a number of 11Nos.

Finally, the usual request from the collecting fraternity is that a reduction in the total number of stamps, number of miniature sheets, number of personality issues, also a little more improvement in the design, and printing and of course availability of one stamp and a miniature sheet for the 'real collector' for about three months from the date of issue is welcome for the enhancement of the image of Indian philately.



Replica of post cards issued by India post through years. see pages 12.13.

### Monthly Second Sunday Meetings

With President  
Mr. G. Balakrishna Das on the Chair,  
23 members attended the meeting on  
12.12.2010 Mr. Ravindra Nath spoke  
on recent changes in "Revised Postal  
Regulations"

## STAMP NEWS

K.A.P. VISWANATHAM

10.11.2010

500

0.3 mill

Shri K.A.P. Viswanatham was born on 10<sup>th</sup> November 1899 to Shri Periyanna Pillai and Smt. Subbammal in Thiruchirapalli District of Tamil Nadu. He had no regular schooling, but learnt to write Tamil alphabets at the age of five. Out of his own efforts he learned Tamil literature.



Shri. K.A.P. Viswanatham was firm believer in Siddha medicines, an ancient medicinal system evolved by Siddhas. He himself learned this system from traditional practitioners.

He, by his persistent efforts, got the Tamil University created exclusively for the development of Tamil at Thanjavur.

Shri K.A.P. Viswanatham was a social thinker and worked for the upliftment of downtrodden. Recognising his yeoman service to society and valuable contribution to Tamil literature, he was awarded a Doctorate by two universities and made a member in each of their senates. He passed away on 19 December 1994.

Theme : Personality, Leaders, Medicine, Literature, Social Service.

## CHILDREN'S DAY

14.11.2010

4 x 500

0.8 mill

The Department of Posts marks the 14<sup>th</sup> of November each year with the issue of special postage stamps on Children's Day. The day honours the memory of India's first Prime Minister, Jawaharlal Nehru, whose birth anniversary it is and who never failed to express his love for children.



This year we revive nostalgic memories of a childhood which included games and toys. While we celebrate progress in all its myriad colours, uses and advantages, we also touch on the lives of hundreds of children who have no access to these benefits.

For the child who plays on a dusty village road, who turns cartwheels on the busy footpaths of cities, who sleeps in the midst of slums and construction sites, who learns to laugh at an old tyre rolled along with a piece of

wire or the remains of balloon which provides hours of fun, these little toys still matter.

The set of four stamps show wooden and mud toys such as the ones from Chennapatna, the dolls, tops of different hues and kites that colour their sky. The miniature sheet also pictures the little drag cart which rattles happily with a stick on its stretched drum, dragged by a child. The brochure is a riot of pin wheels.

This year the children's Day special postage stamps celebrate a return to innocence, the tenderness of nostalgia and also pays tribute to a heart full of compassion for those who have less than others.... Let us share this awareness and extend it to all children.

Theme : Children, Children's day, Toys.

## LAKSHMIPAT SINGHANIA

15.11.2010

500

0.3mill

Lakshmiapat Singhanian was born on 23<sup>rd</sup> November 1910 in Kanpur to Smt Ram Pyari Devi and Lala Kamlapat Singhanian, the founder of JK Organisations. Lakshmiapat Singhanian was a visionary and leader. As a young boy he grew up against the background of the freedom struggle as his father was participating in the Swadeshi movement and moving among leaders like Shri Motilal Nehru, Shri Madan Mohan Malviya, and others. He, therefore, naturally absorbed the nationalist fervor. His true vision was to see a vibrant and self reliant India. He championed the cause of domestic industry and was one of the prime architects of industrial development in India.



Starting with Straw Products Ltd in Bhopal, he went on to set up, in 1938, a pulp & paper mill producing high quality writing and printing paper at Koraput in Orssa in and this is still operating the name of JK Paper Limited. The output of the Steel Baling hops plant set up in 1940 replaced the imports of the jute industry. In 1944, for the bauxite available in India and his company went on to produce aluminium. J.K. Were was also instrumental in setting up of industries like JK Tyre, JK Lakshmi Cement Limited, etc.

Lakshmiapat Singhanian was also a humanitarian. He was one of the founders of All India Heart Foundation. He established a hospital for treating Cardio Vascular diseases. He also built JK Institute of Radiology & Cancer Research and Kamlapat Hospital at Kanpur. He set up JK Institute of Applied Physics in Allahabad University.

He sought to build "a Society which is proud of its past, conscious of the present and full of hope for the future - A society where every citizen would be equally conscious of his rights and responsibilities." The mantra of his achievements was "It is not only machinery that becomes

obsolete : one has to guard against the obsolescence of the mind". True to his words, he achieved many of his objectives in his life time by giving impetus to industrial growth in India. He passed away on 13<sup>th</sup> November 1976.

Theme : Personality, Leaders, Industry, Social Service.

### COMPTROLLER AND AUDITOR GENERAL OF INDIA

16.11.2010                      500                      1.0 mill

The Comptroller and the Auditor General of India is a Constitutional Authority and heads the Indian Audit and Accounts Department. C&AG is the statutory auditor of the Government and audits expenditure and receipt of Central and State Government, Public Sector companies, Corporations, Autonomous bodies at the Central and the State levels, Local bodies etc.



The need for training officials to discharge duties related to accounting and auditing were brought to the fore by the East India Company in the 1800s. In 1857 a General Department of Accounts was created with Sir Edmund as the first Auditor General in 1860. The responsibilities, status and independence of the Auditor General have been evolved through the provisions of the Government of India Act of 1919 and 1935. While the GOI Acts-1919 gave statutory recognition, the GOI Act 1935 determined the status of Auditor General. The Constitutions of India in 1950 accorded a position of eminence to the C&AG who, as summed up by Dr. B.R. Ambedkar was the 'most important officer in the Constitution of India'. Shri V. Narhari Rao was the first C&AG in independent India. In 1971, the (C&AG's Duties, Powers and Conditions of Service) Act was enacted. Until 1984, the IA&AD functioned through composite offices dealing with audit and accounts functions.

New audit concerns have arisen with the emergence of public private partnership and regulations as well as the focus on sustainable developments & environmental conservation.

Now the audit has introduced changes due to e-governance. It audits of diverse platforms and databases have been done so far. This has earned the Prime Minister's award for excellence in 2008.

CAG has also been the external auditor for the United Nations, its associate organizations, FAO, WHO, IMO and WTO. C&AG is affiliated to the International Organisation of Supreme Audit Institutions and its Asian counterpart. Recently C&AG has been entrusted with the audit of the World Food Programme amidst stiff competition.

Theme : Finance, Buildings, Auditing, Economy.

### C. SUBRAMANIAM

28.11.2010                      500                      0.3 mill

C. Subramaniam was born on January 30, 1910 in a village called Senguttaipalayam in Pollachi. Son of Shri Chidambara Gounder, he had his early education in Pollachi and completed his graduation at the Presidency College, Chennai obtaining the B.Sc. degree in Physics. Later, he did his Bachelor of Law at the Law College, Chennai.

He gave up his lucrative law practice and plunged into the freedom struggle. He was elected to the Madras Legislative Assembly in 1952 and became Minister for Education, Law and Finance in the then Madras State. He held various portfolios under two stalwart Chief Ministers, Rajaji and Kamaraj. He was instrumental in the introduction of the Noon Meal Scheme in Schools.



He was elected to the Lok Sabha in 1962. As a Union Minister, he held several important portfolios such as Finance, Defence, Steel and Heavy Industries, Science and Technology.

As Union Minister for Agriculture, he spearheaded the Green Revolution and is remembered as its Architect. As Minister for Steel, he revamped steel mills to establish higher levels of productivity. He also set up the Food Corporation of India, drew up the first Science and Technology plan for the country, professionalized the management of the institutions of agricultural research and of the other national science research institutions, introducing coordination.

At the international level, the paper he had prepared on 'Child Nutrition' for the U.N. Secretary General is still considered a classic. He was the Vice President of Bhartiya Vidya Bhawan worldwide for a period of ten years before becoming its President in the year 1990, an office he continued to hold till he passed away in 2000. His achievements in many fields were recognized by the U Thant Peace Award, the Borlaug Award and the Y.B.Chavan Award and he was also honored with the Bharat Ratna. He passed away on 07 November 2000.

Theme: Politics, Leaders, Freedom Fighter, Bharat Ratna.

### KAMLAPAT SINGHANIA

01.12.2010                      500                      0.4 mill

Lala Kamlapat Singhanian was born on 7<sup>th</sup> November 1884. Endowed with sharp business acumen and foresight, he founded the JK Organization. In June 1920, learning that one cotton textile mill from United Kingdom with 40, 000 spindles and 100 looms was available in Mumbai, he bought it and established the JK Cotton Spinning & Weaving Mills Co. Ltd on the Indian soil, which produced 'Swadeshi' quality goods from Indian

cotton. Taking a cue from the Swadeshi movement of Mahatma Gandhi, between 1921 and 1934 he established several new factories and businesses which firmly contributed to the growth of Indian Industry and awakened the entrepreneurial zeal among the average Indian. His business ventures included the manufacture of such varied goods as cotton yarn & cloth, ice, oil, hosiery, jute, sugar and iron and steel. These institutions became the foundation of the JK Organization. He was deeply influenced by the ideology of Mahatma Gandhi, Madan Mohan Malviya, Lokmanya Bal Gangadhar Tilak, and Motilal Nehru.



He was instrumental in setting up the Merchants Chamber of Commerce in Uttar Pradesh and laid the foundation stone of the Chamber in Kanpur, of which he was the founder President in the year 1932.

Lalaji, as he was affectionately called, had a deep interest in social affairs and affairs connected with the development of the society. He passed away on 31<sup>st</sup> 1937.

Theme : Personalities, Leaders, Industry, Social service.

### T.N. RAJARATHINAM PILLAI

03.12.2010                      500,500,500                      0.3 mill each

T.N Rajarathinam Pillai was born on 27 August 1898 to Shri Kuppuswami pillai and Smt Govindammai in Thiruvaduthurai in Tanjavur District. Among them was the great Nagaswara Vidwan, Natesa Pillai. He wanted to take Rajarathinam Pillai as his disciple and teach him to play the Nagaswaram, a wind instrument. However, he died before his wish could be fulfilled. Rajarathinam Pillai was then sent to learn vocal music. He gave his maiden vocal performance when he was only seven years old. On the insistence of elders in the family and to fulfil the wishes of Natesa Pillai, Rajarathinam Pillai was sent to learn the Nagaswaram from Shri Ammachatram Kannuswami Pillaai a Nagaswaram vidwan. Rendering raga alapanas for many hours was his forte. He briefly acted in films too. When India attained Independence, Rajarathinam Pillai had the honour of giving a recital in the historic Darbar Hall of Rashtrapati Bhawan fore an august gathering. He passed away on 12 December 1956.



Theme: Music, Musical Instruments

### THANJAVUR BALASARASWATHI

Balasaraswathi was born on 13 May 1918 into a family of musicians. Her mother Jayammal was a versatile singer and an accomplished tabla player. Her great grandmother was the legendary Veenai Dhanammai.

Balasaraswathi's interest in dance & music led her to learn Bharatanatyam and music from renowned teachers. Known for her mastery of "abhinaya" she could portray any song imaginatively, without any anticipation. She had a rich repertoire, with well over 5 Alarippus, 19 Jatiswarams, 8 Sabdams, 13 Varnas, 97 Padas, and 51 Jhavalis etc. In England she had the honour of performing on eight consecutive nights in the Edinburgh festival. The Sangeet Natak Akademi conferred upon her its prestigious national award and she received the Padma Bhusan in 1957, the title Sangeeta Kalanidhi in 1975 and Doctorate in 1978. On 09 Feb 1984, the illustrious Balasaraswathi passed away.



Theme: Women, Music

### VEENAI DHANAMMAL

Dhanammal was born in George Town, Chennai into a family of musicians and dancers in 1867. Her great grandmother, grand mother and her own mother were all accomplished musicians in their own right. She learned veena and vocal music from renowned teachers. Padas and Jhavalis were her forte. Her career as a musician spanned almost 60 years. She had given concerts in a few places for the public such as her performance in 1916 in the all India Music Conference at Baroda, and recitals at the palaces of Mysore and Vizianagaram. There is little of her music which has survived, except some gramophone records available to posterity. She passed away on 15 October 1938.



Theme: Women, Music, Musical Insts.

### SRI SRI BORDA

06.12.2010                      500                      0.3mill

Sri Sri Amarendranath Chakravarty popularly known as Sri Sri Borda was born on 21<sup>st</sup> November 1911 at Himyetpur, in Pabna district of Bengal province, now in Bangladesh to Sri Sri Thakur Anukulchandra and Smt Jagat Janani Sree Sree Shorashibala Devi.



His father was regarded as a prophet by his followers, devotees and disciples. Out of their common love, there evolved a society converging into one common brotherhood and peaceful co-existence. This association is called Satsang, the community of the lovers of existence.

In these holy surroundings, the young

Amarendranath Chakravarty was grew up and inherited the legacy of his father. Thoroughly ascetic and saintly, with an extremely practical outlook to life, he fulfilled the wishes of his father by taking his noble mission forward to bring solace to suffering humanity.

He guided the movement of Satsang in such a way that the void caused by the physical absence of Sree Sree Thakur was filled up. He established thousands of Centres. The centres help people to develop their socioeconomic and cultural conditions.

He raised a volunteer force called Swasti Sevak Vahini by drafting youths and taught them to maintain social peace, harmony and to provide necessary service to the people. A de-addiction center for the drug addicted was opened where thousands of people are treated.

He was ever ready to come to the aid of anyone who needs it. With his sympathetic attitude he endured the weak and the wicked encouraged the daunted and the destitute. He consoled the aggrieved, relieved and the sufferers held up the fallen and led them to the light of life.

Never running after name, fame and riches, he served the deal with head and heart. He established more than five thousands satsang Centres in India and abroad for the all round welfare of humanity. He activated over twenty thousand preaching workers to assist and guide millions of his followers.

He passed away on 5<sup>th</sup> August 1994 leaving behind a well knit spiritual Satsang endowed with his wisdom and love.

Theme : Social work, Saints & Sadhus.

### PRAFULLA CHANDRA CHAKI

11.12.2010                      500                      0.3 mill

Prafulla Chandra Chaki was born on December 11, 1888 in the Bihar village of Bagra district, now in Bangladesh, to Shri Raj Narain and Smt. Swarnmai Devi. He was expelled from Rangapur Zilla School when studying in class 9 for taking part in student's demonstration that violated the Carlile Circular of the Government of East Bengal and Assam. He joined Rangpur National School where he came in contact with revolutionaries like Jitendra Narayan Roy, Abinash Chakravarti, Ishan Chandra Chakravarti and become a believer and practitioner of the revolutionary philosophies, in his effort to participate in the freedom struggle of India.



Barin Ghosh brought Prafulla to Kolkata and he was enlisted in Jugantar Party. His first assignment was to kill Sri Joseph Bampfylde Fuller (1854-1935), the first Lieutenant Governor of the new province of Eastern

Bengal and Assam. However, the plan did not materialize. Again, Prafulla, along with Khudiram Bose was chosen for murdering Kingsford, the Calcutta Presidency Magistrate, and later, magistrate of Muzaffarpur, Bihar.

Khudiram and Prafulla watched the usual movements of Kingsford and prepared a plan to kill him. On the evening of April 30, 1908, the duo waited in front of the gate, they threw bombs and blew up the carriage. However, the vehicle was not carrying Kingsford but two British ladies, Mrs. and Miss Kennedy, were killed. The revolutionaries fled from there and decided on separate routes for escape. Prafulla took on a disguise and boarded a train to Kolkata. Nandlal Banerjee, a Sub Inspector of Police, suspected Prafulla at the Samastipur. Being surrounded by the police at Mokameh station, he shot himself in the head on 02<sup>nd</sup> May, 1908, Khudiram Bose was later arrested and hanged to death.

Theme: Freedom Struggle, Personality, Martyr, Revolutionary.

### INDIA MEXICO : JOINT ISSUE

15.12.2010                      2000,500                      0.4 mill each

India and Mexico are old civilizations, both representing vibrant and pluralistic democracies that are multi ethnic, multi-lingual and multi-religious. Their relationship has traditionally been characterized by warmth, friendship and commonality of views on a wide range of issues. During India's struggle for freedom, Indian leader shri M.N. Roy found welcome refuge in Mexico, and co-founded Mexico's Communist Party. A young Satish Gujral, in the 1950s, honed his painting and mural skills in close association with Mexico's most famous painters like Diego Rivera, Siqueiros and Orozco. Nobel Laureate Octavio Paz was Mexico's Ambassador in India from 1962-68 and presented an authentic, insightful and vibrant face of India in his highly acclaimed book Light of India. Mexico made a valuable contribution to India's Green revolution with path breaking research and the famed "Sonora" wheat seed coming from Mexico to India.



India and Mexico established diplomatic relations in 1950 and have since been leveraging their mutual strengths for each other's common benefit and socio-economic development. A bilateral joint Commission, established in 1984, at Minister of State (External Affairs) level, has the mandate to oversee and take forward all aspects of the bilateral relationship. To commemorate the completion of 60 years of Diplomatic relations, joint stamps are being issued. The stamps depict the costumes/ dances of Mexico and India.

One of the stamps shows the Kalbelia Dance of Rajasthan in India. The dance, set to folk songs, reminds one of the graceful movements of a snake.

The other stamp shows the Jarabe Tapatio. The Jarabe Tapatio, or the Mexican Hat Dance, is one of the most beloved dance forms in Mexico and is considered as the national dance of Mexico.

Theme: Culture, Dance, Friendship.

### THEME: CRAFTS MUSEUM

21.12.2010

500

0.3 mill

The Crafts Museum was established in 1956 as a resource centre for traditional Indian handicrafts and handlooms. The aim of setting up the museum was not merely to preserve Indian art or ethnography, but also to build a collection of craft specimens, which would serve as source material for the revival, reproduction and development of crafts. The Museum was shifted from Thapar House to its present premises in Pragati Maidan, New Delhi in 1979-80, is a subordinate office under the Development Commissioner for Handlooms, Ministry of Textiles, Government of India.



The museum has a collection of 32000 artefacts. The Museum's Village Complex, comprising of 14 huts and courtyards of different States as well as three open theatres is a replica of rural India. The Crafts Museum has five theme based permanent galleries, namely, Bhuta Sculpture Gallery, Folk & Tribal Gallery and Reference collection.

Research and Development has been a regular activity of the Crafts Museum. Students from Schools and Colleges are invited to acquaint themselves with the Handicrafts and Handlooms of India under the educational programme. It has been observed that this unique museum is serving all sections of society, including foreign visitors interested in India's rich heritage. The Museum has completed 53 years of glorious service in the field of Handicrafts & Handlooms.

Theme : Handicrafts, Dolls, Culture, Museums.

### YASHWANTRAO BALWANTRAO CHAVAN

22.12.2010

500

0.3 mill

Shri Yashwantrao Balwantrao Chavan was born on 12 March 1913 in the village of Devarashtre in the erstwhile Satara district of Maharashtra. He lost his father when he was just 4 years old, and was brought up by his mother and elder brother. Graduating with History and politics from Bombay University he also passed the L.L. B. exam. Shri Y.B. Chavan actively participated in the

freedom movement and played a major role in the 1942 "Quit India" movement in Satara District. His political career took wings with his appointment as Parliamentary Secretary in 1946, to the then Home Minister, Shri Morarji Desai. Soon he rose to become the Chief Minister of the bilingual State of Bombay, and then the first Chief Minister of Maharashtra. In 1960. Widely acknowledged as the architect of modern Maharashtra, Shri Y.B. Chavan laid the foundations of the panchayat Raj with its distinctive three tier structure of Zilla parishadas, panchayat samitis and village panchayats.

In 1962 Shri Y.B Chavan was called to Delhi by the then Prime Minister, Shri Jawaharlal Nehru, to join the Central cabinet as Defence Minister. Subsequently, he held the high offices of Union Home minister from 1966 to 1970, Union Finance Minister from 1970 to 1974 and the Union Foreign Minister from 1974 to 1977. For a brief period he also held the offices of deputy Prime minister and Home Minister during the year 1979. He also served as Chairman of the 8<sup>th</sup> Finance Commission.



Shri. Y.B. Chavan was voracious reader and his writings in Marathi also have a distinct literary quality. He wished to write his autobiography. However, only the first volume entitled "Krishna Kath" could be completed before he passed away on 25 November, 1984, after a brief illness.

Theme: Freedom Fighter, Personality,

### BHAUSAHEB HIRAY

22.12.2010

500

0.3 mill

Shri Bhausaheb Hiray was born on 01<sup>st</sup> March 1905 at Nimgaon, a small village in Nashik district. He had his primary education at his village and moved to a nearby town to pursue high school studies. After graduation he did his L.L.B. from Vadodara.



He took active part in the social work of Sathyashodhak movement launched by Mahatma Jyotiba Phule. He also took part in the Quit India Movement and was imprisoned for 15 months.

Shri Bhausaheb Hiray had a strong conviction that education is the only tool with which the poverty of the people can be rooted out. He formed "Nimgaon Vibhag Prasarak Mandal" and Adviasi Sewa Samiti and opened schools & hostels. By 1952, the educational institutions he had opened were brought under one umbrella and were named Mahatma Gandhi Vidya Mandir.

Whether it was building up the cooperative movement, fostering unity between Hindus and Muslims, imparting good education, tribal movement, launching of

Koyna Dam Project, getting the 'Tillers Act' implemented; the role of Shri Bhausaheb Hiray was truly commendable. In 1960, he led a delegation to Japan and successfully voiced India's concern on Nuclear Proliferation. He passed away on 6<sup>th</sup> November 1961.

Theme : Freedom fighter, Social work, Personality, Leaders.

## BHAI JEEVAN SINGH

23.12.2010

5000

0.3 mill

Bhai Jeevan Singh, popularly known as Bhai Jaita Singh, assumed a significant place in the history of Sikhs in India. He was born on 13<sup>th</sup> December 1661 at Patna in the house of Bhai Sada Nandji and Mata Premoji. The ninth Guru of Sikhs, Sri Guru Teg Bahadur himself gave him the name Jaita. His early life and childhood of Bhai Jaita was spent in the family of Sri Guru Teg Bhaadur and he grew up along with "Gobind Raj (Sri Guru Gobind Singh Ji).



Guru Teg Bhaadur marched towards Delhi against the tyranny and religious intolerance of the Mughal Emperor Aurangzeb. Guru Teg Bhaadur was arrested at Agra along with Bhai Jaita, and was imprisoned in Delhi.

During his term in the jail, Guru Teg Bhaadur wrote 57 shlokas. He entrusted those shlokas, to Bhai Jaita to carry them to Anandpur Sahib to Sahibzada Gobind Rai. Bhai Jaita Accomplished this task and returned to Delhi.

On 11 November 1675, Guru Teg Bahadur was beheaded at Delhi. An order was proclaimed by the rulers of the day that whosoever dares to take the head and body of Guru shall be dealt with in the same manner.

A plan was prepared to protect the beheaded body of Guru Sahib for taking it to Anandpur. Bhai Sado Nand, father of Bhai Jaita, directed him to behead him and exchange his head and body with that of the Guru Sahib and take the head and body of Guru Teg Bhaadur to Anandpur. Despite utmost surveillance of armed guards, rain and unruly weather, Bhai Jaita recovered the beheaded head of Guru Sahib and reached Kiratpur Sahib after traversing nearly 300 KMs.

From there, Bhai Jaita sent a message through few disciples to Guru Gobind Singh. On 16<sup>th</sup> November 1675 last rites were performed, after which Guru Gobind Singh asked Bhai Jaita to narrate the incidents in Delhi leading to the martyrdom of Guru Teg Bhaadur. Bhai Jaita narrated the scene to Guru Gobind Singh.

This incident and its narration left an indelible impression in the mind of Guru Gobind Singh, subsequently being instrumental in paving the way for establishing the Order of Khalsin 1699.

On initiation in the Khalsa order in 1699, Bhai Jaita was renamed as Baba Jeevan Singh by Guru Gobind Singh. He participated in at least 14 wars and military actions alongside the Guru.

During the battle of Garhi of Chamjaur in 1704 Guru Gobind Singh conferred the supreme honour of the 'Kalgi', the 'Armaments' and the 'Pushaka' on Bhai Jeevan Singh. He attained martyrdom while fighting the Mughal army at Garhi of Chamkaur on 23<sup>rd</sup> December, 1704.

Theme : Personality, Sikhism, Religion.

## CENTRAL BANK OF INDIA

23.12.2010

500

1.0 mill

The Central Bank of India was founded on 21<sup>st</sup> December 1911 by Sir Sorabji Pochkhanawala, a visionary with a desire to start a commercial bank owned by Indians and for Indians. The birth of the Bank with its Indian Shareholders, Indian staff and Indian customers was the crystallization of Sir Sorabji's dream of setting up a truly "Swadeshi Bank". Sir Sorabji proclaimed with pride that Central Bank was the property of the nation and the country's asset and added that, Central Bank lives on people's faith.



Central Bank of India has many firsts to its credit. It was the first to introduce a special ladies department. Introduced Safe Deposit Vault in Bombay in 1926 and launched its own Credit Card - "Centralcard".

Central Bank of India caters for the service needs of Indians across the country. It has opened branches all over the country with a network of 3548 branches of which 1379 branches are functioning in the rural areas, 890 in semi - urban area and the remaining in Metros.

Social Security Schemes such as 'Janashree Bima Yojana' to provide life insurance cover to rural and urban women, Rashtriya 'Krishi Bima Yojana' to farmers, 'Cent Janata Credit Cards,' Rural Godowns and Warehouses / Cold Storages, Rural Development & Self Employment Training Institute, to provide entrepreneurship Training to rural youth, 'Indira Awas Yojana' to provide top-up loans for construction of dwelling units and 'Kisan Sathi' scheme have been launched.

The Bank received the National Award 2009 for excellence in propagating Khadi & Village Industries.

Central Bank of India is celebrating its Centenary Year during December 2010.

Theme : Banking, Centenary, Economy.

**NATIONAL COUNCIL OF EDUCATION &  
DR. TRIGUNA SEN**

24.12.2010

500

0.3 mill

Dr. Triguna Sen was born on 24 December 1905 at Sylhet (now part of Bangladesh) to Shri Golak Chandra Sen and Smt Sushila Sundari Devi. He completed his high school studies at Govt High School, Silchar (Dist. Cachar, Assam). He then joined Bengal Technical Institute (BT) and obtained a degree in Mechanical Engineering. He went to Germany for higher studies and obtained a Doctorate in Engineering.



On return to India he actively participated in the Non cooperation movement and was jailed. On release from Jail, he took up a job with Dibrugarh Electric Supply Co (Assam) and served there for 9 years.

Dr. Sen throughout his life was closely associated with a range of institutional endeavours towards promotion of education and related issues. Because of his sustained efforts, Jadavpur University was established in 1955. He later became the Rector and the first Vice-Chancellor of this University. In 1958 -59 he was elected to the post of the Mayor of Calcutta (Kolkata) Corporation and in the same year he was nominated to the post of Director, State Bank of India. He was elected President, Alumni Association, National Council of Education, Bengal, Jadavpur University. He also held briefly the Vice – Chancellorship of Benares Hindu University. In 1962 he was elected President of the Institution of Engineers (India).

The prestigious national honor of 'Padma Bhushan' was conferred on him in 1965. In 1967 he was inducted into the Union Cabinet as the Minister for Education. It was during his tenure in 1968 as Education Minister, the National Council of Education, Bengal, is the parent body of the Jadavpur University. In 1969 he was made Union Minister for petroleum, and chemicals & Minerals. He accelerated the pace of oil exploration process so as to reduce the deficit in crude oil in the country.

Dr. Triguna Sen was an eminent educationist, ardent freedom fighter, able administrator and a good parliamentarian. He passed away on 11<sup>th</sup> January 1998.

Theme : Education, Setenent, Freedom Fighter, Institutions.

**LALIT KALA AKADEMI**

31.12.2010

500

0.4 mill

The first Prime Minister of India, Pandit Jawaharlal Nehru conceived and set up major art and cultural agencies to rejuvenate and formulate the diverse Indian

cultural practices and promote them to play a comprehensive role in the making of the nation. The main thrust of these organizations was artistic excellence. Lalit Kala Akademi, the National Academy of Art, New Delhi was one such organization. It emerged as the principal establishment in the field of visual arts.

The former Union Minister for Education, Maulana Abul alam Azad, inaugurated the Akademi on August 5, 1954. In his inaugural speech, he stated that, "the objective of Lalit Kala Akademi is to preserve the glorious traditions of the past and enrich them by the work of our modern artists. It must also seek to improve standards and refine public taste".



The Akademi is an autonomous body, which is fully funded by the Ministry of Culture, Government of India. It has substantial independence in formulating decision related to national and international exhibitions, events and providing financial assistance to artists and art organizations through scholarships and grants.

Lalit Kala Akademi manifests a commitment to the service of arts by establishing, preserving and documenting art of the highest order that reflects the vitality, complexity and unfolding patterns of modern and contemporary art in India. It sustains a library, art collection, archives, conservation laboratory and gives scholarships and brings out publications of pre - eminent intellectual merit.

The postage stamp depicts the stamp designer's interpretation of the creative process of visual artists which involves elements of art such as basic shapes & colours and evolution of a thought process into an image from dots of lines, which further transforms into shapes & forms.

Theme : Culture, Painting, Sculptures, Visual Arts.

**IMMANUEL SEKARANAR**

31.12.2010

500

0.3mill

Immanuel Sekaranar was born on 09<sup>th</sup> October 1924 to Shri Vedhanayagam and Smt. Gnanasoundhari in Sellur village of Ramanathapuram District, Tamilnadu. From a young age, he took part in the freedom struggle and, while he was studying in Schwartz Higher Secondary School, Ramanathapuram, he dedicated himself to the Quit India Movement in 1942.



At the age of 18, Immanuel Sekaranar was imprisoned for three months for having participated in the demonstration against the British Government. After completing his studies in 1954, he joined the Indian Army and served as a Havaldar Major.



The Ramanathapuram District in 1957 experienced frequent violent clashes between Dalits and higher caste Hindus and also political dissensions, both issues becoming increasingly interlinked. In this climate of dispute and violence, Immanuel Sekaranar was murdered on 11 September 1957. He was only 33 years old when he met his unfortunate end.

Theme : Freedom Fighter, Poli, Leaders.

\* \* \* \*

## HISTORY OF POST OFFICE IN INDIA

**Mr. Shivanath**

### INDIAN POST OFFICE IN 1872

In 1972, the 25<sup>th</sup> year of Indian's Independence, the country had an integrated postal system. In 1872, a hundred years earlier, there were 3 different systems in operation, (i) the Postal systems of Native States (ii) the District Posts System and (iii) the Imperial Post or the Central Government Postal System.

India had a number of Native states with their Maharajas or Nawabs fully responsible for administration of territories under their jurisdiction. Some of these states had their local postal organizations confined to the state limits. Anche of Mysore was one such system. Fully prepaid covers meant for delivery in the state but those not fully pre-paid were sent to the Dead Letter Office. In 1872, an arrangement was made by the Government of British India with the state Government administration to route covers upon which any postage was due, through certain selected offices of exchange.

British India was divided into provinces and each province had a number of districts and each district had an official mail communication system. This system was designed primarily to provide means of inter-communication between the principal revenue, magisterial and police authorities at the Hqr. Stations and their subordinates in the interior of the District. In some province, the system was supported by a local cess levied for the purpose and in others by Imperial grants. The system was managed under the direction of the local Govt. by the District authorities. From 1864, a scheme to transfer the management of the District posts to Imperial post to be managed by the Post Master General acting as agent of the Local Government, was initiated and by 1872, the management of District posts in area which are now in Maharashtra, Gujarat, UP and MP States of India had been completely taken over by the Imperial Govt. In Bengal, 27 out of 42 Districts and in Madras, which covered the present states of Tamil Nadu, Andhra, Mysore and Kerala, 6 out of 21 Districts had passed to the management of the respective Post Masters General. The District post served as a forerunner of the Imperial Post in so far as extension of postal services in the interior of the country was concerned.

The Imperial post covered the rest of British India including the territories now in Pakistan, Bangladesh and Burma. It consisted of ten postal circles, each under a Post

Master General and a Traveling post office organization under a Chief Inspector of Frontier Traveling post office. The Director General with Hqtrs, at Calcutta was assisted by a Deputy Director General and PA who also functioned as Compiler of Accounts. The total number of Post Offices as on 31.3.1872 was 3006 with 2168 letter boxes and 1132 rural messengers. Compare; with this India today has 1,11,682 Post Offices and 1,81,618 Post boxes. Aggregate average expenditure of the Post Office Department was Rs. 52,31,689 against a revenue of Rs.55,16,110 purely from postal service. The number of letters and newspapers received for delivery during the year was 9 million. This was nearly 4.77 times the number of traffic before 1854 when the Post Office Act came into operation. The number of postal articles handled last year was 6,457 million.

Mail line network in India was quite complex in 1872. It consisted of 5368 miles on the Railways, 3915 miles by mail cart driven by horses and camels etc, 35535 miles by runners and boatmen and 6367 miles by sea. The Postal Department ran a bullock cart train from Calcutta in the east to Peshwar in the northwest of the country, which by 1872 had become more or less a misnomer. The train was no more pulled by animals. Similarly Bombay and Calcutta had been connected by Railway line which passed through Allahabad. There were branch lines of the bullock cart train which were gradually shrinking with the expansion of Railway and the number of Bullock train offices was also being reduced. In 1872, 12 such offices and 2 such branches were closed. The post office also ran passenger services in horsed conveyance like the one in the Punjab called the Punjab Military Van Dak and the mail cart services between Rail heads and foot hills (as from Ambala to Kalka and Moradbad to Kathgodam). The non-postal branches of the postal Department were profitable ventures. Sea mail lines as between Calcutta and Singapore and Bombay and Karachi were run on contract with the British India Steam



Mail Runner

Navigation Company with which a new contract was signed in 1872 providing for reduction in subsidy and doubling of mileage to be run and the tonnage to be employed. It was, however, the runner lines which provided the jingling bells tied to the poles carried mails through thick forests infested with wild animals and dacoits. There were instances of runners being murdered by highway robbers or killed by tigers or hurt by wild elephants or torn by bears. In 1872 there were 25 high robberies as against 36 of the previous year, the largest number reported being from N.W Provinces (present UP) in the British Territory and Gujarat outside the British Territory. Monsoons played havoc with mail line communication and there were interruptions and delays to mail during the season. Sometimes railway bridges were washed away by flooded rivers and mail had to be ferried across by employment of special establishment.

Postage stamps of only 8 different denominations were in use then. A rupee consisted of 16 annas, and one

anna had 12 pies. The stamps then called Postage labels" were in the denominations of 8 pies, ½ anna, 2 annas, 4 annas, 6 annas 8 pies and 8 annas. A letter which goes for 20 paise i.e 1/5 of a rupee now, used to go for ½ anna i.e 1/32<sup>nd</sup> of a rupee. The unit of weight was ½ tola i.e approximately 5 grams. Maximum sale was of ½ anna and one anna labels. The British postal executives felt vexed and piqued at the native deep-rooted habit of using for the purposes of the post, the flimsiest of paper and folding it so minutely as to leave no room for redirection. A solution to this was found in embossed envelopes of standard size. Next year, i.e, in 1873 embossed envelopes of one anna and half anna denomination were introduced and they became instantly popular and the demand outstripped the supply in no time.

Indian post office has always paid great attention to arrangements for disposal of insufficiently addressed or unaddressed postal articles. Before 1872 there were 7DLOs (Dead Letter Offices) located in different parts of the country i.e, at Calcutta, Madras, Bombay, Lahore, Agra, Nagpore and Karachi. This year the establishment of 5 of these DLOs was revised at considerable expense (1/2 lakh rupees) to affect improvement and arrangements for opening another DLO at Lucknow wef 1.4.1873 were made. A total number of 25,19,842 letters were received in DLOs for disposal. On an average 64% article were disposed in the DG's report, (i) the Europeans being constantly on the move and (ii) the natives using many languages in diverse characters. A large number of people wrote the address in shikaste urdu and jhunilal written in shikaste urdu could be read as Jainelal or jaitheal or jainleelal. Certain names like Mohd. Bux or Mohan Lal were so common that it was a hopeless task to trace the correct address in a place like Bangalore or Delhi. The year 1872 is important in the postal history of the world as it was in that year that Germany mooted the idea of a General Postal Union to Britain, which led to the international Conference held in the autumn of 1874 and signing of the treaty on 9<sup>th</sup> Oct. 1874 under which the States of Europe, USA and Egypt formed themselves into a Union for reciprocal exchange of all correspondence dispatched from one State to another state. India was admitted to the Union along with France by Jan 1876 meeting on 1.7.1876. Today the General Postal union is called Universal Postal Union and has members making the concept of one world a reality, at least postally.

There were two important developments in International post during 1872 introduction of 'Overland parcel post' and exchange of Money Orders between India & UK. The former was an extension of inland parcel Post, then called Banghy post at a rate of three annas per 10 tolas with maximum weight limited to 50 lbs. The latter served a genuine need of Britishers in India. In the beginning, weekly average of MO's to UK was 170 of the value of \$ 1100 and of MOs from UK to India, 14 of the value of \$58. The MO commission was charged at the rate of 1%.

There were developments at home also. Bombay GPO moved into the new building in December 1872. Railway detaching and packing up apparatus was introduced for exchange of mailbags with trains in motion. Dengue fever epidemic disrupted not only the life of the

nation but also the operations of the Post Office, laying up 80% of the Post Office establishments and claiming the life of Post Master, Area, the City of the famous Tajmahal.

A new postal Circle called Rajpootane (present Rajasthan) Circle was opened with the extension of mail line-267 miles of mail cart line and 1527 of runners line in that area.

Another very important feature of the year was revision of island postage rate both on official mail and private mail. Rates for parcels and registered articles were made cheaper and restrictions on contents and mode of packing were abolished. Registration was made compulsory for articles containing stamps, notes, hundis, etc. This led to an increase of about 9% in the traffic to registered letters. There was increase of about 16% in the number of newspapers carried. This was attributed to cheaper newspaper rates introduced the previous year. There was appreciable increase in the number of registered newspaper also from 430 to 470 and the DG pointed in his report to the Government the scope of expansion of newspaper press in India.

This year, an organizational innovation was made in the establishment of Record offices for the Traveling post office. TPO was growing with the growth of the Railway and it considered necessary to have stationery offices where the staff working in TPO could be attached and their staff matters and checking of work papers etc. could be concentrated.

A staff welfare measure introduced this year was the replacement of the system of security by insurance with a company by a system of trifling deductions made from salary. The minimum premium payable by an employee under the old system was Rs. 6/- Under the revised system only half-rupee was deducted from salary every half year, which meant payment of Rs.1 per year. This led to the building up of a sizeable fund as the claims against the security fund were negligible.

The question of amalgamation of post office and telegraph came up for consideration in 1872 but the proposal was dropped. It was only in 1912 that the amalgamation of the services came about. It is curious that the question of separation of postal Services and Telecom Services had started simmering now. Many things have changed over these 100 years. Airmail services have added a new dimension to the service. Bullock train has disappeared but the Department has taken on other non – Postal functions like the Savings Bank business, issue of radio and TV licenses and issue of savings Certificates, etc.

There are some things about the Indian postal system, however, which have not quite changed with passage of time.

Cases of forgery take place today also as they did 100 years ago, only the modus operandi has changed and become more sophisticated. In 1872, forged postage stamps of 4a and 8a denominations were detected in Calcutta and the attempt was described as 'crude'.

Bengal poses the problem of discipline today as much as it did in 1872. The DG's report for the year pointed out that there was prevailing laxity, slovenly performance of work and want of discipline in the Circle. DLOs now renamed RLOs (Returned Letter Offices)

till receive a large number of insufficiently addressed articles and they still devote the same care and effort to trace the addresses or senders for disposal of these articles. - (Courtesy: Universal Postal Union Journal - An early 1970 issue)

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## WHAT SHOULD I DO WITH MY COVERS ?

Stamp collecting which began as a simple craze for collecting novelties in the days when postage stamps were new and novel has now branched off into many directions and established itself as a wide-ranging hobby under its new name of Philately. The hobby includes not only the collection of stamps and related material such as postal stationery, covers and postmarks (Traditional Philately) but also their study to reconstruct the progress of postal services (Postal History) and their use for making stamp stories and essays on various themes and subjects (Thematics).

In their enchantment with postal labels (the earlier name for postage stamps) the collectors at first ignored the covers which carried postal communications inside their bodies and postage stamps tied with postmarks on their backs. Collectors who for any reason could not get mint stamps were not averse to cutting up stamped covers to remove stamps from them either 'cut square' or 'cut to shape'. In their display of stamps, the traditional philatelists inserted a few postally-used covers here and there to break the monotony of rows upon rows of stamps and to show the use of stamps for the purpose for which they were intended. It was only when another group of collectors began their research into postal history that the postal cover came into its own because it yielded vital information about postal rates, routes, transit times, types of available mail facilities and so on. So the place of a cover which has undertaken a postal journey and bears all the marks of its travel is secure in any Postal History collection to which it is relevant. How important and valuable such covers can be depends upon their scarcity and the need and pocket of the buyer. A plain cover bearing a Penny Black with the Maltese Cross cancellation and postmark of 5<sup>th</sup> May 1840 is today valued at more than Rs.30,000.

Used covers can also be included in thematic displays if their stamps and postal markings are relevant to the theme. So also philatelically cancelled cover, more for their cancellations than for anything else. As a single cover takes as much space as ten stamps, only a few relevant cover can be shown in a thematic stamp exhibit where the aim is to get on with the story with as many different stamps as possible.

Cover collection for its own sake, apart from the use of covers in traditional, postal history and thematic stamps displays, is a comparatively recent development. It began with the collection of any kind of covers on which postage stamps were cancelled by a post office on the first day of their issue. Once it became known that some

collectors were looking for such covers, enterprising dealers, societies and postal administrations provided attractive illustrated covers for First Day use. It is said that other than the Mulready Envelope, the earliest illustrated First Day Cover (F.D.C.) was produced by the Junior Philatelic Society of England in 1911 for the new 1/2 d. stamp. Since then many firms and organizations have produced F.D.Cs. The British Post Office did not come into the market with an official illustrated cover until 1954. The Indian Post Office issued its first F.D.C in August 1948 for the famous Gandhi issue printed by Courvoisior. Between 1948 and 1957 such F.D.Cs were printed only for some issues but not for all. Beginning from 15<sup>th</sup> August '57, the Indian P & T Department have issued F.D.Cs for all commemorative issues and most of the definitives. The growing popularity of these covers is established by the fact that the normal print order now exceeds a hundred thousand. Add to these, the F.D.Cs produced by philatelic societies and organization connected with the subjects of the stamps. Considering that postal cancellations for new stamps are available at thousands of post offices, the collectors are faced with the problem of where to get these cancellations from and how many and what kind of covers. The covers may be plain or illustrated and the latter may be issued by an organization that has sponsored the stamp or is intimately connected with it or by the Post Office or by just anybody who wishes to do so. Even more important than the design on the cover is the postmark which establishes the first day use of the stamp. It may be the date - stamp in daily use at the post office, a non-pictorial special date-stamp authorised for the occasion at selected post offices or philatelic bureaux or a similar pictorial date-stamp. As the whole thing is a matter of collectors' choice, some of them prefer to choose the cancellation of the post office of the place where the subject of the related commemorative stamp was born or did his significant work or where the stamp-release function was held. The point to remember is that FDCs produced by individuals or societies unconnected with a new issue are valuable only for their first day postmark and nothing else and are therefore rated much lower than those issued by the connected organizations and the Post Office.

A new relation on the F.D.C. is the Special Event Cover (SEC). Here there is no pretence of establishing the first day use of a stamp, which is in any case now well-publicized by Government announcements and public observation. The stamp, for once, takes a back leaving the place of honour to the special postmark and the illustration on the cover. These covers are first and foremost a colorful and artistic tribute to an event, an institution or a personality. Foremost in this class are the Exhibition Covers which are a regular feature of all philatelic Exhibitions. Equally important events with which they are connected, such as the First Flight covers marking very minor events or anniversaries and those produced solely as a means of raising funds.

Akin to SEC are covers with slogan postmarks. The slogans relate primarily to campaigns sponsored by the post office or approved by the national or international importance.

A word about the folders which are now sold along with FDC and SEC. They are invaluable for writing up the

story of the stamp/cancellation/ cover but the cancelled stamps on them have no philatelic significance except as used stamps or specimen postmarks. Even if one is collecting postmarks, they are best displayed on covers rather than on a separate piece of paper.

"What should I do with the tuneful of India first day covers that I have collected during the last 25 years? I am not permitted to show them in exhibitions and the dealers who are ready to sell them at premium are not prepared to buy them back even at face value, "a friend complained to me at a stamp show. Not knowing the answer, I proceeded to find it out and to marshal my own ideas on this interesting subject. The first expert that I consulted said that though there is a group of philatelists who are advocating a place for FDC displays in philatelic exhibitions they have had no luck so far and have been dubbed a 'Society for the prevention of Cruelty to FDCs.' However, recently F.I.P. have accepted 'maximaphily' as a sub-section of Thematics. I am assured by optimistic supporters of FDCs that a similar recognition of 'Cover Collecting' is round the corner. Hobbyists who collect FDCs and SECs and slogan covers and their folders for their novelty, beauty and evocative qualities require no precaution in continuing to do so. They may actually be heartened by the fact that 'Cover Collecting' is now becoming international and many world organizations such as the World Wild Life Fund are sponsoring FDCs designed by top artists which carry choice stamps of different countries which first day imprints. These have been compared with travelogue and museums in miniature. To the would-be exhibitors and investors my advice is to hold on to their stocks a little in it, there are only a few which are valued at less than at par copy.

I for one recommend to my fellow organization of philately in this country to anticipate a favorable decision from FIP and permit straight-way thematic display of philatelic covers in all the local, regional and national exhibitions. The Army postal service has made a beginning in this direction by preparing a two-frame exhibit entitled 'Our Armed Forces'. There is no reason why individual philatelists not be allowed to follow this lead.

I had purposely omitted from this discussion pre-stamp covers which from an invaluable introduction to any display of classic stamps and are the best pieces in any postal history exhibit. My reason for doing so is that pre-1954 Indian covers are hard to come by and the vast majority of collectors who are new hobbyists have hardly any chance of acquiring them. (Courtesy : The Philatelic journal of India-April-May 1979).

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## INDIAN POSTCARD – 100 NOT OUT

In the days before postage stamps when postal fees were high, letter writers in India had one comfort—they could defer payment till their letters were safely in the hands of the addressees. Most of the letters, therefore, traveled 'unpaid' to destinations' bearing' love and due postage. As a sudden departure from this long standing practice would have undermined the users faith in the new-fangled stamps, the authorities let the two systems run side by side. One would pay in advance by buying and affixing a

postage stamp on the cover or sheet or let the receiver pay double the postage on delivery. The penalty did not impinge too harshly on the customers as the new rates were far cheaper than the old. In the first flush of the stamp revolution, the proportion of the bearing letters fell from 62% to 20% but it rose again in the uncertain days of the mutiny and its aftermath. A postal Department agitated for making prepayment in stamps compulsory, but the Government would not hear of it.

As if in answer to the combined prayers of the public and the post office, the postcard was invented at about this time. It was just what the doctor had ordered for mail disorders—cheap, safe, simple and effective. In July, 1869, he proposed a new form of postal stationery consisting of a sheet of card bearing a printed stamp ON THE ADDRESS SIDE, AND LEAVING THE OTHER SIDE FOR THE MESSAGE. Thanks to the Austrian Director General of posts, the idea became a reality within three months. On 1 October 1869 stamped postcards were released simultaneously in Austria and Hungary. Next year Germany and Great Britain followed soon afterwards. In 1878, made the introduction of international postcards compulsory and standardized the tariff rates for their circulation. In July 1879, India launched its first postcards, both inland and foreign. The price of the inland postcard was fixed at 3 pies, half that of a letter, and the cheapest in the world. In England and Germany additional charges were levied for the cost of the paper and manufacture but this was not done in India. Postcards for exclusive use by Government offices were made available in April 1880 and the initial tally was completed by the introduction in February 1884 of Reply postcards both for inland and foreign mail.

Though the privacy loving letter-writers of the West and the tradition oriented people of the East had many doubts about the necessity and advantage of the new device, the postcard caught on from the very start. The public demand was so great on the first day of sale that the police had to regulate the crowds at the London G.P.O. In France, no fewer than 7 ½ million cards were sold in the first fortnight of its introduction. There were minor embarrassments in the beginning as when a French post woman not only read the love postcard of the local padre in the presence of to her postmen and witnesses but made a copy of its romantic contents. A lawsuit followed and the gossiping woman was fined for breach of official secrets



In the open society of rural India lack of privacy did not count against the postcard and it became the rage in spite of the misgivings voiced by such published the following report on 18 July 1879:-

'Postal cards are now a rage all over India. There are men who, to make the contents of the cards unintelligible, make them altogether illegible. Some express themselves in hints which are not only unintelligible to the postal clerk and peon but to the person addressed also. Others have got a notion that all letters to be sent through the post or through privatharkaras must be written on postcards, that being the hookam of the Sarkar; and it is not unusual to see a fat and ignorant, though extremely loyal and law-abiding, zamindar sending his letters to his steward written on half a score of postcards, one or two not sufficing to contain his great thoughts. There are others who write their thoughts on postcards and enclose them in an envelope, and attach a half-anna stamp before posting. These men have naturally raised a loud complaint against the unconscionable exactions of Government. But the great difficulty is to teach the people on which side of the card address is to be written, and we think it will be some years before they are enlightened in this respect. But really does it matter if the address is written on the wrong side? We think that the people of India living under enlightened British rule should have the privilege of writing the address on which ever side they like.

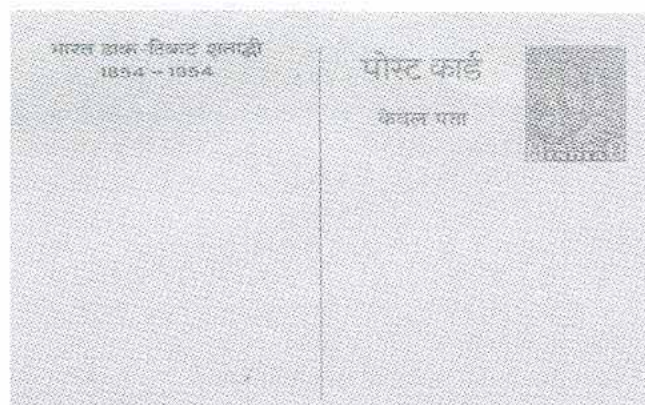
Within three years of its first appearance in India, the Postcard had reached a yearly sale of 26 million copies as against the 46 millions of the old-established inland envelope and by the end of the century it had surpassed the popularity of the stamped envelope. Some of this popularity, particularly in the rural areas, was due to the facility of quick correspondence provided by the Reply Postcard, which permitted the writer to send free of additional charge a stamped and addressed card ready for use and return to the sender. The Postcard was found equally welcome by officialdom who used it extensively for acknowledging receipts, filling in stereotyped answers and issuing prescribed reminders. In the Post Office itself, the service postcard topped other correspondence. For the Army, the Postcard was just the right thing for the soldiers. They could send a few words of welfare to their families without indulging in loose talk which could unwittingly compromise the movements and locations of units. For sensitive times the Army, therefore, ordered the use of special Field Service Cards which passed free through the post by prior arrangements with the post Office. Special cards were also issued to soldiers and prisoners - of - war for communication of their latest addresses to their families from hospitals and camps. In addition to inland and foreign postcards, special cards were introduced later on for local circulation within town limits and for airmail duties.

The standard and economical postcard was fine for the simple folk and impersonal bureaucrats but not exciting enough for the pushing business man and the aesthetic elite. Following the examples of other countries the business community demanded permission to use postcards of private manufacture which they could utilize for advertising their goods and services. The demand was conceded in 1898, when an adhesive stamp of 3 pies was produced for affixation of such cards. Private cards were soon in circulation bearing the printed figures of favourite Gods or Goddesses and the merit of the particular brand of consumer goods and facilities. The Post Office was equally happy at this development because it gathered full postage

without having to pay for the paper and manufacturing cost of the cards. The culmination of the business role of the postcard was the introduction in 1932 of the Business Reply Postcard.

The picture postcard was the precursor of the present day greeting and tourist cards. By the end of the 19<sup>th</sup> century the picture postcard was common in Europe. It reached the height of popularity about 1904. Whereas in the first half of the present century, the postcard accounted for more than half of the letter mail, it is now (1976-77) no more than one third of it. Quantitatively, however, it is still a force to reckon with, being 2000 million, four times more than its 1948 count of 500 million. Its resurgence may be round the corner for the simple reason that it is the only consumer article in India which has not gone up in price during the last five years. If Mahatma Gandhi and George Bernard Shaw could use postcards for their correspondence why not you and I?

The Postcard has a century of distinguished postal service behind it but what is its place in Philately? As may be expected, it comes will behind the colourful and versatile first - born, the postage stamp. It is, however, coming up in the philatelic world, firstly as a source for Postal History; secondly as a member of the family of Postal Stationery; and thirdly for its known sake in the new branch of Maximaphily. In the study of postal History the postcard beats the Envelopes in easier availability as it hides no secrets and the holders are more easily persuaded to part with it. Among the items of Postal Stationery - envelopes, wrappers, letter sheets, postcards, letter cards, airgraphs and aerogrammes - post - cards are second in importance only to envelopes and form an interesting and viable line for collection. In India itself there are in existence over 100 public post card types, about 30 official postcard types, and many military, field service and prisoner - of war types, not to mention the varieties connected with them from which one may form a valuable collection. Then there is Maximaphily, the collection of postcards the pictures on which correspond to the design on the stamps affixed and cancelled on them. The Indian Postal Department has issued Maxim Cards on a few occasions, but not enough of them to enable collectors to form a country collection. But many philatelic societies have been more enterprising and have come up with their own picture cards to match such interesting stamps as those on Charlie Chaplin and the Wright Brothers. The Postcard is a late starter in the field of commemorative philately and only a few such issues have been made since



Continued P - 15

## STAMPS RELEASED DURING THE YEAR 2010

Sl. No	Name of the Stamp	Date of Release	Denomn Rs.	Remarks
1	20 <sup>th</sup> CONFERENCE OF SPEAKERS&PRESIDING OFFICERS OF THE COMMONWEALTH	05.01.2010	5	
2	RESERVE BANK OF INDIA	16.01.2010	5	
3	ELECTION COMMISSION OF INDIA	25.01.2010	5	
4	THE BIBLE SOCIETY OF INDIA	21.02.2010	5	
5	P.C.SORCAR	23.02.2010	5	
6	300 YRS.16 PUNJAB(2 <sup>ND</sup> PATIALA)	19.03.2010	5	
7	MUTHURAMALINGA SETHUPATHY	30.03.2010	5	
8	SPECIAL PROTECTION GROUP	30.03.2010	5	
9	VALLAL PACHAIYAPPA	31.03.2010	5	
10	ASTROLOGICAL SIGNS	14.04.2010	5X12	MINIATURE
11	CHANDRA SEKAR	17.04.2010.	5	
12	KANWAR RAM SAHIB	26.04.2010	5	
13	VELU THAMBI	06.05.2010	5	
14	ROBERT CALDWELL	07.05.2010	5	
15	DR.GUDURU VENKATA CHALAM	08.05.2010	5	
16	POSTAL HERITAGE BUILDINGS	13.05.2010	5,5,5,5,5,5	MINIATURE
17	C.V.RAMAN PILLAI	19.05.2010	5	
18	INTERNATIONAL YEAR OF BIODIVERSITY	05.06.2010	20,5	MINIATURE
19	DESHBAN DHU GUPTA	14.06.2010	5	
20	QUEEN'S BATON RELAY XIX COMMONWEALTH GAMES	25.06.2010	20,5	MINIATURE
21	KUMARAGURUPARAR SWAMIGAL	27.06.2010	5	
22	WORLD CLASSICAL TAMIL CONFERENCE-KOVAI -2010	27.06.2010	5	
23	INAS 300	07.07.2010	5	
24	PIGEON AND SPARROW	09.07.2010	5,5	MINIATURE
25	RATH YATRA PURI	12.07.2010	5	
26	JAWAHARLAL NEHRU & TALKATORA STADIUM, DELHI	01.08.2010	5,5	MINIATURE
27	SYED MOHAMMED ALI SHIHAB THANGAL	02.08.2010	5	
28	VETHATHIRI	14.08.2010	5	
29	P. JEEVANANDHAM	21.08.2010	5	
30	OMANTHUR P.RAMASWAMY REDDIAR	25.08.2010	5	
31	G.K. MOOPANAR	30.08.2010	5	
32	Dr. Y.S. RAJA SEKARA REDDY	02.09.2010	5	
33	PRIGATHEESWARAR TEMPLE	26.09.2010	5	
34	XIX COMMEN WEALTH GAMES, 2010	03.10.2010	5,5,5,5	MINIATURE
35	INDIAN POSTAGES TAMPs PRINCELY STATES	06.10.2010	5,5,5,5	MINIATURE
36	DOON SCHOOL	22.10.2010	5	
37	SANT SHAD ARAM SAHIB	25.10.2010	5	
38	CATHEDRAL & JOHN CONNON SCHOOL, MUMBAI	27.10.2010	5	
39	KRANTI TRIVEDI	29.10.2010	5	
40	K.A.P. VISWANATHAM	10.11.2010	5	
41	CHILDREN'S DAY	14.11.2010	5,5	MINIATURE
42	LAKSHMIPAT SINGHANIA	15.11.2010	5	

43	COMPTROLLER AND AUDITOR GENERAL OF INDIA	16.11.2010	5	
44	C. SUBRAMANIAM	20.11.2010	5	
	KAMALAPAT SINGHANIA	01.12.2010	5	
46	THIRUVADUTHURAIT.N. RAJARATHINAM PILLAI	03.12.2010	5	
47	VEENAI DHANAMMAL	03.12.2010	5	
48	THANJAVUR BALASARASWATI	03.12.2010	5	
49	SRI SRI BORDA	06.12.2010	5	
50	PRAFULLA CHANDRA CHAKI	11.12.2010	5	
51	INDIA-MEXICO JOINT ISSUE	12.12.2010	5,20	MINIATURE
52	CRAFTS MUSEUM (2)	21.12.2010	5,5	MINIATURE
53	NATIONAL MATHAMATICS DAY	21.12.2010	5	
54	YASHWANTRAO BALAWANTRAO CHAVAN	22.12.2010	5	
55	BHAUSAHEB HIRAY	22.12.2010	5	
56	BHAI JEEVAN SINGH	23.12.2010	5	
57	CENTRAL BANK OF INDIA	23.12.2010	5	
58	DR. TRIGUNACHANDRA SEN NATIONAL COUNCIL OF EDUCATION, BENGAL	24.12.2010	5,5	Se Tenent
59	LALITKALA AKADEMI	31.12.2010	5	
60	IMMANUEL SEKARANAR	31.12.2010	5	



pictorial cards and going on with the stamp centenary of 1954, second Gandhi set of 1969, and ending with the centenary card issued in July this year. Apart from Maxim Cards and the commemoratives, the good old picture postcards are making a come - back and many postal administrations are issuing larges series with corresponding imprinted stamps to boost their scenic spots, flora and fauna. This is a field which has a bright philatelic future in India, for the collectors, the Post office and the Tourist Trade. Perhaps, a beginning will be made in this direction during 1979, the centenary year of the Indian Post card.

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