

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:1411
ANSWERED ON:30.07.2003
SALE OF MEGHDOOT POST CARDS
SURESH RAMRAO JADHAV (PATIL)

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether the Department of Indian Post Office has stopped the sale of `Meghdoot Post Card` meant for poor across the country;
- (b) if so, the reasons therefor;
- (c) if not, the names of the places where Meghdoot cards are available in the Post Offices; and
- (d) the steps taken by the Government to honour its announcement in this regard and to implement the scheme in letter and spirit?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (S/SHIRUNAVUKKARASAR)

(a): No, Sir.

(b) Does not arise in view of (a) above.

(c)&(d): The Meghdoot Postcard was launched by the Department of Post in August 2002. The main feature of the Meghdoot Postcard is that the space on the left half of the address side of the post card is used for advertising services and products of organizations such as PSUs, Government Departments and Private Companies etc. on payment of Rs. 2/- per Post Card. Since the Postal Department earns additional revenue through advertising, the Post Card is sold at a lower rate of 25 paise. The advertiser (who has to order a minimum quantity of one lakh cards) is allowed to select the area(s) of distribution of the Meghdoot Postcard and therefore the availability of such cards is limited only to the areas selected by the advertiser. In last three months the Department has got orders for printing of Meghdoot Postcards which are to be distributed in Raipur, Durg, Bhillai, Bilaspur, Raigarh and Ambikapur districts of Chhatisgarh and Pune, Ahmednagar, Satara & Sholapur districts of Maharashtra.

Department of Posts has taken a lot of initiative to popularize the scheme by widespread marketing. Due to these marketing efforts, the Department has obtained orders for printing of Meghdoot Post Cards and for their distribution in the States of Tamil Nadu, Madhya Pradesh, Chattisgarh, Andhra Pradesh and Maharashtra. As a result of these initiatives the distribution area of Meghdoot Postcard is expanding. In due course, as the popularity of the scheme increases, the availability of Meghdoot Postcards can be expected to improve.