

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

UNSTARRED QUESTION NO:2218
ANSWERED ON:17.12.2003
MEGHDOOT CARDS
CHARAN DAS MAHANT

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

- (a) the objective behind issuing the Meghdoot Cards by the Government and the provisions made in this regard;
- (b) whether there are a large number of cases of returning of 25 paise Cards as `bairang`; and
- (c) if so, the facts thereof and the action taken in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHR THIRUNAVUKKARASAR)

(a) The Meghdoot Post Card was introduced by the Department in order to get an additional revenue for the department by allowing the left portion on the address side to be used for advertising services and products of organizations such as PSUs, Government Organisations and Private Companies etc on payment of Rs. 2/- per post card. As the postal department earns additional revenue on the Meghdoot Post Card, and since the portion to be used for writing has been reduced to provide space for advertisement, the post card is sold to the public 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 Meghdoot Postcard. Therefore, such cards are available in the areas selected by the advertisers.

(b) No Sir, only few such cases have come to light.

(c) Only three complaints have come to light: One each in Delhi, Ahmedabad and Mumbai. On receipt of the complaints instructions relating to Meghdoot Post Card were reiterated by the concerned Circles to avoid any confusion between the Ordinary Post Card and Meghdoot Post Card. The delinquent officials have been warned to be more vigilant in future. It has been ordered that the irregular amount recovered be refunded in order to redress the grievances of the customers.