

STAMPS OF INDIA COLLECTORS' COMPANION  
The Weekly Newsletter from [stampsOfIndia.com](http://stampsOfIndia.com)

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Published Every Monday  
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Edited by Madhukar and Savita Jhingan

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JHINGANS JOTTINGS

Hi

India Post in an unprecedented move is on the way to organize philatelic exhibitions in all the districts – a massive undertaking by all means. India's 25 states (plus 3 recently announced and being formed), 6 union territories, and a National Capital Territory are composed of a total of nearly 500 districts. Do we get a place in Guinness book of world records?

Just imagine what impetus it will give to philately in India at grass roots level, the place where it is required most. We are confident that philately shall see an all around growth in India soon. Our best wishes to this venture of India Post and to all organizers of these exhibitions at district level - Keep up the good work!

And the credit for this goes to the Chief Executive of India Post - Mr. B N Som, Director General of Post, Chairman of Postal Services Board, and Secretary (Posts) of the Ministry of Communications, Government of India.

Mr. Som has already implemented that stamps on first day of issue shall be made available at about 800 post offices all over the country. Foreseeing the popularity of the thematic issues the print order is being increased to 3 million. A trophy shall be awarded to the post office that scores the highest in sales of philatelic material.

On the sanction of Mr. Som a permanent office space has been allocated for our national philatelic federation – Philatelic Congress of India at the headquarters of India Post, in Dak Bhawan New Delhi.

The National Philatelic Museum has been inaugurated in its new convenient premises. The Museum besides having permanent exhibits depicting the developments, printing techniques, price changes in postage etc. will also have a section where an exhibit by an eminent philatelist would be on display. The first exhibit at the time of the inauguration was “ Beyond the Boundaries” belonging to yours truly.

A new, very well designed and produced product – Greeting Cards has been introduced.

India Post has published an excellent book - India's Freedom Struggle through India Postage Stamps by Vishnu S. Saxena.

All these exciting and far reaching in philately changes have taken place within three months of Mr. Som taking over the reins of India Post. We have an inkling that Mr. Som has much more still in store for the promotion of philately in India. We look forward to working together with him for the promotion of the hobby in India.

Until next week, please enjoy the rest of the newsletter.

- M&SJ

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## IN THIS ISSUE

### NEWS & ANNOUNCEMENTS

India in Space set Released

India Bags Three Medals At OLYMPHILEX 2000

### ALSO IN THE NEWS

Newspaper Scans

### STAMPSOFINDIA.COM UPDATES

New Issues: This Week

Events: ESPANA 2000

Publications: New Arrivals

### ALSO FROM STAMPS OF INDIA - COVERAGE FROM GROUP SITES

India as a Topical - New Issue Report

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Visit [INDIA AS A TOPICAL](#) - A Stamps of India Site

This site is devoted to foreign stamps and philatelic items on Indian themes.

## NEWS & ANNOUNCEMENTS

### INDIA IN SPACE ISSUE RELEASED

The 26<sup>th</sup> Stamp issue of the year 2000 was released on September 29<sup>th</sup> at a release function organized at Bangalore. The issue with 3 designs on 4 stamps – OCEANSAT-1 satellite, INSAT-3B satellite, and a painting on a se-tenant pair by S Praveen, winner of the First prize in the senior category in the Stamp Design Competition for Children 1999 on the theme “India in the Space 2025”. All stamps are in the denomination of Rs.3. The First Day Cover (FDC) priced at Rs. 2, features a painting by Mr. Parish Minish Yagnik from the same competition. An informative brochure containing write-up and technical data, also priced at Rs. 2, was also issued. Mrs. Alka Sharma, resident artist of India Post, designed the pictorial First Day of Issue postmark.

### INDIA BAGS THREE MEDALS AT OLYMPHILEX 2000

Congratulations to the Indian medal winners of OLYMPHILEX 2000.

Silver-Bronze – Rajesh Varma  
Silver-Bronze – U V Shenoy  
Silver-Bronze – U V Shenoy (Literature)  
Certificate of Participation – T N P Rao

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## ALSO IN THE NEWS

### NEWSPAPER SCANS

A new feature from this issue where your contributions are most welcome, please send a clipping by speed post for our records, while you can e-mail the article with the name of the publication, edition, date and page number.

We also want your feedback, do let us know if you would like the entire article reproduced or synopsis of the article. In this first attempt we have produced the entire articles.

The Hindu, Delhi Edition, September 29, 2000, Front Page  
AMID ALL THE E-MAIL, INLAND LETTER TURNS 50, By Anita Joshua

New Delhi, Sept 28. But for the Central Department of Posts' decision to bring out a commemorative issue, the Inland Letter Card (ILC) – which for years has been transporting the personal touch across great distances in confidentiality – would have turned 50 without most of its users ever realizing it. And, apparently for the first time since the ILCs have been in use in the country, the Father of the Nation will be featured in the stamp area of the commemorative edition.

Introduced as the “inland” was on October 2, 1950, the Department thought it fit to have Mahatma Gandhi on the stamp for the commemorative issue in this Golden Jubilee Year of the ILC. In the new three-fold format that was introduced six years ago, the special edition is a mix of the old and the new. While it features Mahatma Gandhi on the top side, the reverse fold features a corporate advertisement in a true reflection of the post-liberalisation marketing mantra.

In fact, according to an avid philatelist here, Mr. Madhukar Jhingan, recent years have increasingly seen corporate advertising elbow out social messages from the sender's address fold of the ILC – a space reserved for sponsored messages for the last 25 years. “The difference is that now corporate houses are monopolizing the space that once used to be the domain of Government departments keen on generating awareness on issues of social relevance.”

Officials here say these advertisements – social or otherwise – have been a source of meeting much of the subsidy that is given to ILCs. While the Department coughs up about Rs.3.50 to print an ILC and deliver it for the user in the remotest corners of the country, the customer pays Rs.2 for using it.

Introduced as an airmail sheet for the convenience of Indian troops battling alongside the British in World War II, the ILC was first issued in two kinds: the embossed one which cost

“one anna six pies”, and the unembossed one which was sold after affixing one-and-a-half annas postage stamp on it. Over the years, the ILC has had over 750 different incarnations in a dozen denomination and colours.

Called aerogram in most countries, the concept of an inland letter according to philatelists is quite unique to India. “Here, every conceivable mode of transport is used to deliver ILCs. In Kerala we still have mailboat services and a runner to deliver ILCs while Rajasthan uses a camel post. And so the Postal Department decided to call the mail sheets for domestic mailing Inland Letters, retaining the name aerogram for the ILC counterpart of overseas communications.”

Though ILCs have always been the most preferred mode of personal communication, they have had to yield the top slot in mail traffic with the entry of competition postcards and “junk mail” used for corporate houses to market their products.

But there can be no denying a drop in ILC sales. From 73 crores\* three years ago, sales came down to 70 crores last year. The projection for the current year is another five crore less of this snail-mail in this age of e-mail.

\* 1 Crore = 10 million

The Hindustan Times, Delhi Edition, September 30, 2000, Page 12

A VERY HAPPY BIRTHDAY, Editorial

In the global age of cyberspace, it seems like a fantasy. It is a golden jubilee which will pass by quietly, but deserves a more meaningful tribute from the nation. Born on October 2, 1950, this light blue aerogram sheet with its ‘to and from’, has served a lifeline across the country. And it is not always an emotional thread of unity which it weaved, bringing good and bad news from distant locations jotted down by leaking fountain pens. The Inland Letter Card has been much more than that: from its birth as an airmail sheet for Indian troops during the World War costing ‘one anna and six pies’, to its role as a ‘back space’ for social messages, to what it is now, costing Rs.2, and still as useful and reliable.

The Inland letter was often preferred to that other miracle the yellow Post Card, because there was always more space to write. In a country where modern communication systems were absent, this extra space would allow both long distance intimacies and information to be shared. On the Grand Trunk Road you can still find those tentative night posts where barefoot runners would stop to deliver the mail to the next runner after running for miles with their precious bag of letters. Even today, the boat, the camel, the dilapidated roadways bus, and of course, the cycle with its bell announcing the arrival of the postman, are the vehicles of postal transmissions. And even it reaches late, we all know that the letter will surely come to our doorstep, and the children will run to get it.

Our postal service is a fine example of how a system can work professionally, even in a country like India where most ‘systems’ don’t work (the telecom and cable services in ‘liberalised India’, for example). The postman would not only be the link between the remote ‘postal address’ (sometimes even garbled) and an inaccessible world, he would also, most often, be the narrator of messages and other incredible stories. Indeed, the

Indian Postal Service can compete with the best in the world. With the huge network of addresses they handle, and not much to boost their morale, they are still extremely efficient, reliable and always on the spot. On our part, we wish the Inland Letter Card a very happy birthday.

The Times of India, Delhi Edition, October 1, 2000, Page 7

#### TERMITES TAKE A BITE OF HISTORY

Lucknow: The Philatelic Bureau in the general post Office here is like other such places in India: Few visit them. "When even school syllabi can hardly boast of a chapter on philately which could have aroused the public's interest, what do you expect here?" asks S A M Zaidi, a marketing executive with the bureau. That's just one side. Ask them about the museum they keep. Come staggering revelations. Though set up in 1970, the bureau has just a few dozen stamps, released in the late 40s. But nothing from the 50s, the 60s or the other decades running up to the 90s. Officials say the stamps released between 1972 and 1991 have been destroyed by termites and are unfit for display. Those between 1992 and 1996 were not preserved. A dozen odd stamps from 1997 and 1998 adorn the bureau rooms and the 1999 stock is being eagerly awaited to enhance the collection. A stamp of India, definitely.

----- advertisement -----

#### INDIA AND COUNTRIES OF SUB-CONTINENT

Mainly Postal history material

Postal Auction - Ask for your free copy

[agarwalak@hotmail.com](mailto:agarwalak@hotmail.com)

A K AGARWAL

P O Box 266, 93/170 Anwar Ganj, Phool Wali Gali, Kanpur 208 001. India

#### STAMPSOFINDIA.COM UPDATES

Check here for the Latest in the following categories at our web site [stampsfindia.com](http://stampsfindia.com)

New Issues, Events, Auctions, Publications, Organizations, Dealers, Articles, Ask Us, and Links.

#### NEW ISSUES

##### STAMPS

September 29

India in Space, Set of 2 singles and a se-tenant pair, Rs. 12 (Rs. 3 x 4)

Next issue: October 15 – Folk Art: Madhubani Paintings, Set of 5

#### POSTAL STATIONERY

September 10 – Release Delayed

Inland Letter Card, Advertisement – Census of India, in Malayalam,

September 20 - Available on September 27

Post Card, Advertisement – Birth Control for Men, in English, India Security Press (ISP)

September 21 – Release Delayed  
Post Card, Advertisement – Birth Control for Men, in English,

September 22 – Release Delayed  
Inland Letter Card, Advertisement – Oral Pill, in English,

September 22 – Available on September 27  
Post Card, Advertisement – Birth Control Pills, in Hindi, ISP (The scheduled release date of this issue was erroneously reported as September 13 in our newsletter issue # 4.)

September 28 – Release Delayed  
Post Card, Advertisement – Dabur Dashmoolarisht (Ayurvedic Medicine/Tonic), in Hindi,

September 30  
Aerogramme, Advertisement – Tamilnad Mercantile Bank, in English, ISP

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#### JOIN PHILATELIC DEPOSIT ACCOUNT

Philatelic Deposit Account holders have the facility of placing standing order on the philatelic bureau for supply of new stamps, First Day Covers, Brochures as well as new Postal Stationery with or without Advertisement. An Account may be opened with initial and subsequent deposits of Rs. 200. Application forms and more details about the Philatelic Deposit Account Scheme are available at all the Philatelic Bureaux in India.

Foreign customers can also avail the facility by opening an account with Director (Philately), Mumbai GPO - 400001 with initial and subsequent deposits in foreign exchange equivalent to Rs. 1000.

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#### EVENTS

ESPANA 2000, October 7-15, Madrid

Mr. S C Jarodia, Director (Philately) shall represent India Post at ESPANA 2000. A pictorial postmark depicting logo of the show will be provided at India Post Booth at the show. The design will remain same but the dates shall change everyday. Mrs. Alka Sharma designed the postmark.

Mr. Ajeet Singhee has replaced Mr. P Gupta as the Jury member from India and Mr. Rajesh Bagri is the National commissioner.

Mr. Gupta met with an accident in August this year and had expressed his inability to attend. We wish Mr. Gupta a speedy recovery and hope to see him in good shape during ASIANA-INDEPEX 2000.

The following exhibitors are participating:

Ashok K Bayanwala, Anand G Shirodkar, Rajesh K Bagri, Prashant Shah, M Zahidul Islam, Aditya Singhanian, and H M Salahudeen. Our best wishes to the participants.

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## AUCTIONS

### SATISH MISRA

Next Postal Auction of over 1000 lots is scheduled for October 16, 2000. For information write to Mr. Misra at 112 Punjabpura, Bareilly 243 003, India or fax at 91-581-448970.

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Help the drive to increase readership of Stamps Of India: Collectors' Companion.  
Recommend Stamps Of India: Collectors' Companion to friends and colleagues.

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## PUBLICATIONS

### PERIODICALS RECEIVED THIS WEEK

#### STAMP TODAY INTERNATIONAL

Whole No. 2 (inscribed as Vol.2) Sep-Nov 2000 from Editor & Publisher - R K Sultania  
[stamptoday@yahoo.com](mailto:stamptoday@yahoo.com)

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### ASK US

Please send your queries in detail (illustrations welcome) on all matters related to Philately and Postal History of India and Indian States. We will get the experts to get an answer.

Submit here [askus@stampsfindia.com](mailto:askus@stampsfindia.com)

----- advertisement -----

### WANTED HELP

We want regular correspondents and contributors everywhere in India. We are presently in no position to pay market rates but shall reimburse the costs of photographs, covers, souvenirs, speed post and other communication charges. Your contribution shall appear with your byline. Regular correspondents name shall appear in every issue as a part of our team as well as at our web site(s). Occasional contributions are also welcome. Please contact [webmaster@stampsfindia.com](mailto:webmaster@stampsfindia.com) today!

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### VISIT LINKS PAGE AT STAMPSOFINDIA.COM

Every site on Indian philately is listed here. If you find a broken link or a site not listed here please inform the [webmaster@stampsfindia.com](mailto:webmaster@stampsfindia.com)

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### ALSO FROM STAMPS OF INDIA - COVERAGE FROM GROUP SITES

### INDIA AS A TOPICAL - NEW ISSUE REPORT

#### Mahatma Gandhi and Mother Teresa

Ireland, November 10, 2000, People of the 20<sup>th</sup> Century, Celebrating the Millennium Souvenir of the Annual Stampa Exhibition, Sheetlet of 6 designs repeated twice, 1 design features Mother Teresa while Mahatma Gandhi is depicted on the Sheetlet margin.

We request collectors familiar with Irish philately to enlighten us whether this sheetlet is valid for postage or it is only a souvenir of the show?

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THANK YOU.

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