

Department of Posts,
Office of the Chief Postmaster General,
West Bengal Circle,
Kolkata-700 012

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No. Phil/SC/ Darjeeling Tea/2022


Dated at Kolkata – 700012, the 02.03.2022

Sanction of the competent authority is hereby conveyed to the release of a Special Cover on Darjeeling Tea, a G.I.Product to be released on 08.03.2022(Tuesday) at Kolkata GPO. The details are given below:

- a)The designs of the Special Cover and the Special Cancellation as approved by the competent authority are enclosed herewith and it is permitted to print 2000 (Two thousand only) pieces of the Special Cover strictly as per the design and specification approved by the competent authority.
- b)The sale price of the Special cover should not exceed @ Rs.20/- per piece excluding the cost of the postage stamp(either definitive or commemorative postage stamp) to be affixed on the cover and the amount realized from the sale of those covers will be deposited to the Government Account.
- c) The Special Cover should conform strictly to one of these three sizes : i) 11cm x 22 cm, ii) 13cm x 22 cm & iii) 16cm x 24.3 cm and paper should be Maplithos 176 GSM. The back side of the special cover should contain the logo of Department of Posts and the words "Approved by: the Chief Postmaster General, West Bengal Circle, Department of Posts" (also in Hindi version), with Code No: - WB/04/2022.
- d) Necessary action may be taken as per the existing Rules & Procedures of the Department regarding release of any Special Cover vide "The Handbook on Philately" and instructions issued in this regard time to time. 1000 (one thousand) Special Covers may be supplied to the ADG (Philately), Dak Bhawan, New Delhi as directed vide letter no. P-46/20/2021-Phil-DOP dated 02.8.2021.

It may kindly be ensured that no sale of the said Special Cover takes place before the formal release on 08.03.2022(Tuesday).

Encl:-As above


Asstt. Director of Postal Services (BD & Philately)
Office of the Chief Postmaster General,
West Bengal Circle, Kolkata-700012

Copy forwarded to-

- 1) The Postmaster General, Kolkata Region, Kolkata-700012 for information and necessary action.
- 2) The Director (Philately), Department of Posts, Dak Bhawan, Sansad Marg, New Delhi-110001 for kind information.
- 3) The Director, Kolkata GPO, Kolkata-700001 for information and necessary action as per the existing Rules & Procedures of the Department regarding release of any Special cover vide "the Handbook on Philately" and instructions issued in this regard time to time. Philatelic Bureau, Kolkata GPO will set up an extension counter at the venue of release on 09-11-2021 (Tuesday) for sale of the Special Covers. Necessary action may kindly be taken to supply 1000 special covers to the ADG(Philately), Dak Bhawan, New Delhi (200 pcs for sale at e Post office & balance to ADG(Phil)), vide Directorate letter under F. No.25-01/2015-Phil dated 17-02-2016, circulated through C.O. letter under no.MM&PO/Rlg/SC/2016 dated 22.02.2016 & 26.04.2016 and Dte. Letter dated 02.08.2021. Further necessary action may be taken as per C.O. letter no.MM&PO-Phil.Misc/2019 dated 17.10.2019.
- 4) The ADPS(TO), C.O., Kolkata-700012 for kind information and taking necessary action towards uploading the information in the website of Department.


Asstt. Director of Postal Services (BD & Philately)
Office of the Chief Postmaster General,
West Bengal Circle
Kolkata-700012.

विशेष आवरण/SPECIAL COVER

दार्जिलिंग चाय
DARJEELING TEA

75
Azadi Ka
Amrit Mahotsav

दार्जिलिंग चाय का पौधा (कैमेलिया साइनेन्सिस) एक कठोर, बहु-तनेवाला एवं धीरे-धीरे बढ़ने वाला सदाबहार झाड़ीनुमा पौधा है। इसकी पत्तियां छोटी, चीमड़ गहरे चमकदार हरे रंग की होती हैं जो अक्सर मृदुरोमिल चमकीले रोमशता से ढकी हुई होती है। इसमें प्रचंड सदियों, विस्तारित सूखे और दार्जिलिंग की उच्च ऊँचाई को सहने की क्षमता होती है। इसका दुर्लभ स्वाद दार्जिलिंग पहाड़ियों के लिए अद्वितीय पौधों की जीन, मृदु-रसायन, ऊँचाई, तापमान और वर्षा के संयोजन का परिणाम है। पश्चिम बंगाल के दार्जिलिंग जिले में बगीचों में उगाई और पैदा की जाने वाली चाय में स्वाद, सुगंध और मुख के स्वाद की विशिष्ट और स्वाभाविक रूप से उत्पन्न होने वाली अर्गिनोलेप्टिक विशेषताएं होती हैं जिसने विश्वभर के विवेकशील उपभोक्ताओं का संरक्षण और मान्यता हासिल की है। वास्तव में अपनी अनूठी गुणवत्ता और संसाधित विधि के कारण ही वर्ष 2004 में दार्जिलिंग चाय को जीआई टैग प्राप्त हुआ है।

Darjeeling Tea Plant (*Camellia Sinensis*) is a hardy, multi-stemmed, slow growing evergreen shrub. The leaves are small, leathery, dark, glossy green in colour often covered with a downy silvery pubescence. It is able to withstand severe winters, extended droughts and the high altitude of Darjeeling. Its rare flavour is a result of combination of plant genes, soil chemistry, elevations, temperature and rainfall unique to the Darjeeling hills. Tea grown and produced in the gardens in the district of Darjeeling, West Bengal, has the distinctive and naturally occurring organoleptic characteristics of taste, aroma and mouth feel which have won the patronage and recognition of discerning consumers all over the world. It is indeed for the reason of its unique quality and method of processing of Darjeeling Tea, that it has obtained the GI tag in the year 2004.



मुख्य पोस्टमास्टर जनरल, पश्चिम बंगाल सर्किल, डाक विभाग द्वारा अनुमोदित
Approved by: Chief Postmaster General, West Bengal Circle, Department of Posts

Code No. - WB/04/2022

