

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

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No. Phil/SC/Gobindabhog Rice/2021-22


Dated at Kolkata – 700012, the 24.08.2021

Sanction of the competent authority is hereby conveyed to the release of a Special Cover on Gobindabhog Rice, a G.I.Product to be released on 27.08.2021(Friday) at Alapan, Circle Office Auditorium Hall by Chief Postmaster General, West Bengal Circle, Kolkata-700012. 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/11/2021.**
- 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 27.08.2021(Friday).

Encl:-As above



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

Contd.....

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Copy forwarded to-

- 1)The Postmaster General(M&BD), West Bengal Circle, Kolkata-700012.
- 2)The Director (Philately), Department of Posts, Dak Bhavan, 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 27-08-2021(Friday) 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 as desired by Directorate vide letter no.P-46/20/2021-Phil-DOP dated 02.8.2021 and further distribution is to be made as per C.O. letter no.MM&PO/Phil/Misc/2019 dated 17.10.2019.
- 3)The ADPS(TO), C.O.,Kolkata-700012 for kind information and taking necessary action towards uploading the information in the website of Department.
- 4)The ADPS(P&SR), C.O., Kolkata-700012 for information and necessary action.


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

विशेष आवरण / SPECIAL COVER



गोविंदभोग चावल
Gobindobhog Rice

75
Azadi Ka
Amrit Mahotsav

गोविंदभोग भारत के पश्चिम बंगाल में उपजाए जाने वाले चावल की एक विशेष किस्म है। मक्खन जैसे मीठे स्वाद लिए हुए यह छोटे आकार का एक सफेद सुगंधित चिपचिपा चावल है। विशेष अवसरों पर इससे तरह-तरह के पारंपरिक बंगाली व्यंजन तैयार किए जाते हैं। वर्ष 2017 में भारत सरकार द्वारा गोविंदभोग चावल को भौगोलिक संकेत टैग दिया गया। पश्चिम बंगाल डाक सर्किल इस सुस्वादु व्यंजन का उत्सव मनाना चाहता है जो स्वादोलुप व्यक्तियों के लिए आनंददायी जायके का स्रोत है।

Gobindobhog is a rice cultivar from West Bengal, India. It is a short-grain; white, aromatic, sticky rice having a sweet buttery flavor. It has many traditional Bengali recipes intended for it specifically. In 2017, the Gobindobhog rice was allotted the geographical indication tag by the Government of India. West Bengal Postal Circle would like to celebrate the essence of this food item which is a source of joy for a gastronome.



मुख्य पोस्टमास्टर जनरल, द्वारा अनुमोदित
Approved by The Chief Postmaster General,
पश्चिम बंगाल सर्किल, West Bengal Circle,
भारतीय डाक विभाग, Department of Posts.
Code No.-WB/11/2021



अतुल्य भारत की अमूल्य निधि
Invaluable Treasures of Incredible India



कोलकाता 700012 KOLKATA
27.08.2021