

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

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No. Phil/SC/Mihidana/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 Mihidana, a G.I.Product to be released on 27.08.2021(Friday) at Burdwan by Postmaster General, South Bengal Region, 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.

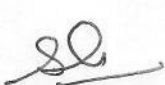
b)The sale price of the Special cover should not exceed @ Rs.20/- per piece excluding the cost of the postage stamp(either definitive or commemorative postage stamp) to be affixed on the cover and the amount realized from the sale of those covers will be deposited to the Government Account.

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 120 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/10/2021.**

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. 200 (two hundred) Special Covers may be supplied to the ADG (Philately), Dak Bhawan, New Delhi for sale at e-Post Office, vide Directorate letter under F.No.25-01/2015-Phil dtd. 17.02.2016, circulated through C.O letter under No. MM&PO/Rlg/SC/2016 dtd. 22.02.2016 and 26.04.2016 and Directorate letter under No. 25-01/2015-Phil dtd. 14.09.2016 circulated vide C.O letter under No. MM&PO/Rlg/SC/2016 dtd. 16.09.2016.

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

(2)

Copy forwarded to-


1)The Postmaster General, South Bengal Region, Kolkata-700012 for information and necessary action.

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 200 special covers to the ADG(Philately), Dak Bhawan, New Delhi for sale at e Post office, 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 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 SSPOs, Burdwan Division – He is requested to kindly arrange for collection of the Special Cover from Kolkata GPO , Philatelic Bureau on 26.08.2021. He is also requested to kindly arrange the release function by observing all due formalities.


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



विशेष आवृत्ति / SPECIAL COVER

75
Azadi Ka
Amrit Mahotsav

मिहदाना
Muhidana

मिहीदाना भारत के पश्चिम बंगाल के बर्दवान जिले की एक भारतीय मिठाई है। मिहीदाना को पारंपरिक बूंदी की एक सूक्ष्म किस्म के रूप में जाना जाता है जो दो शब्दों मिही अर्थात् बारीक तथा दाना अर्थात् अन्न से बना है। इस शब्द का शाब्दिक अर्थ बारीक दाना है। यह मिठाई गोविंदभोग चावल या कामिनीभोग चावल के आटे से बनाई जाती है जिसमें थोड़ा-सा चने का आटा और सुनहरे रंग के लिए केसर मिलाया जाता है। तत्पश्चात इसमें पानी डालकर हाथ से तब तक मिलाया जाता है जब तक कि इसका रंग हल्का न हो जाए। इस मिश्रण को पितल की झरनी से कढ़ाई में रखे गर्म घी में डालकर भूरे होने तक तला जाता है। अब तले हुए छोटे-छोटे चावल जैसे दानों को चीनी की चासनी में डुबोया जाता है और जब यह चासनी में सराबोर हो जाता है तब इसे छान लिया जाता है। वर्ष 2017 में भारत सरकार द्वारा "बर्द्धमान मिहीदाना" को भौगोलिक संकेत टैग दिया गया। यह अनूठी मिठाई अतिस्वादित होती है। पश्चिम बंगाल डाक सर्किल इस सुस्वादु मिठाई का उत्सव मनाना चाहता है जिसकी एक झलक से बंगालियों के मुंह में पानी भर आता है।

Mihidana is an Indian sweet from Burdwan, West Bengal, India. Mihidana, described as the micro cousin of the traditional Boondi, is derived from two words, Mihi meaning fine, and Dana meaning grain. The word is literally translated to mean fine grains. This dessert is made from powdered Gobindabhog rice or Kaminibhog rice flour, mixed with a small amount of Bengal gram flour and saffron for a golden colour. It is then blended with water by hand till its colour lightens. This mix is then poured through a brass ladle with tiny holes into a pot of ghee and deep-fried. The fine fried small rice-like grains are dipped in sugar syrup and drained once soaked. In 2017, 'Bardhaman Mihidana' was allotted the geographical indication tag by the Government of India. The exotic sweet is delicious by taste. West Bengal Postal Circle would like to celebrate the essence of this dessert, the sight of which is enough to tantalize a Bengali's taste bud.



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/10/2021



अतुल्य भारत की अमूल्य निधि

Invaluable Treasures of Incredible India

बर्दमान 713101 BURDWAN
27.08.2021



बर्दमान मिहदाना