

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

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Email - apmgphil@gmail.com

No. Phil/SC/Sitabhog/2021-22


Dated at Kolkata – 700012, the 25 .08.2021

Sanction of the competent authority is hereby conveyed to the release of a Special Cover on Sitabhog, 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 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/12/2021**.
- 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)**.

Enclo:-As above


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

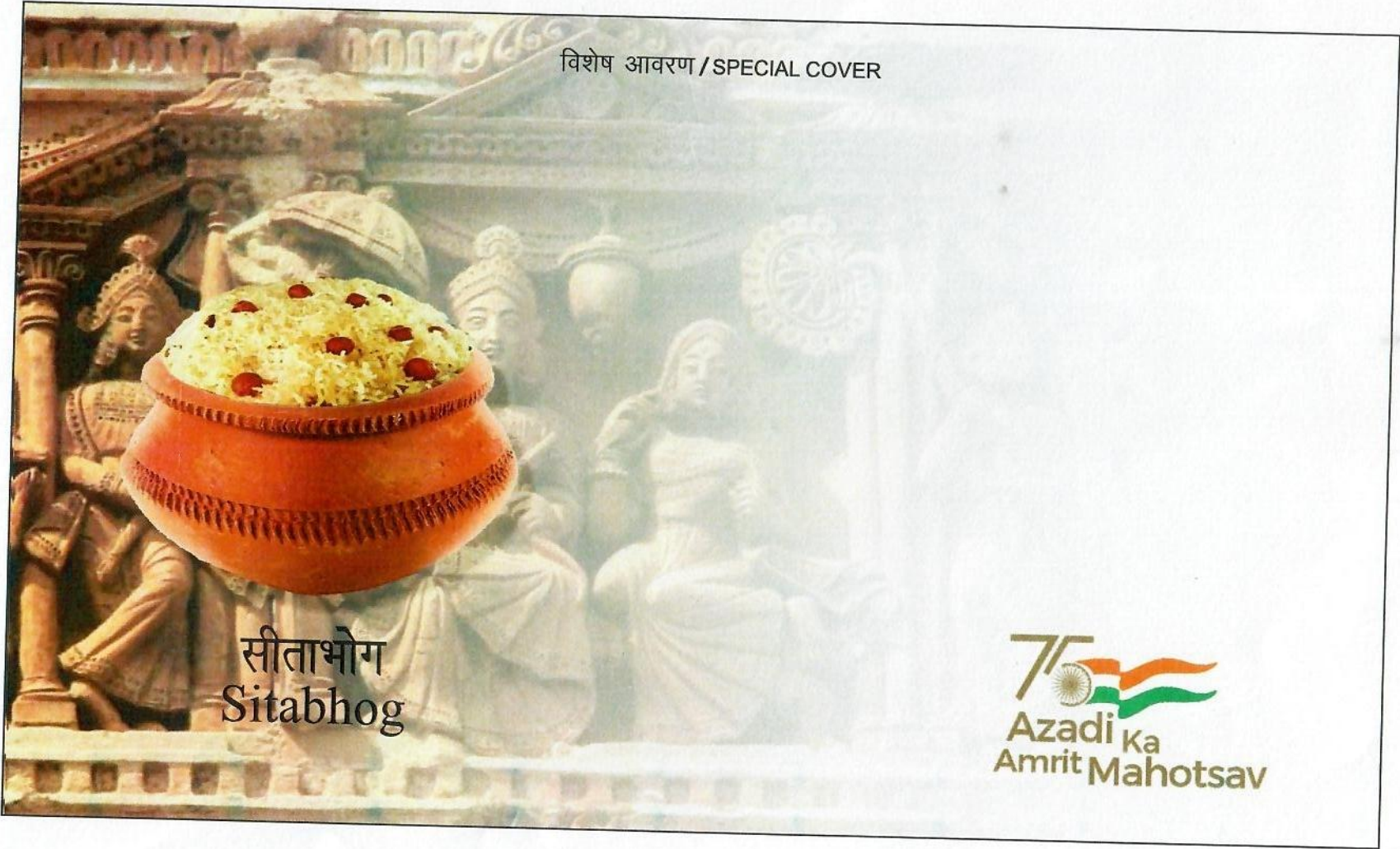
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Copy forwarded to-

- 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 1000 (one thousand) Special Covers to the ADG (Philately), Dak Bhawan, New Delhi as directed vide letter no. P-46/20/2021-Phil-DOP dated 02.8.2021 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 आवरण / SPECIAL COVER



सीताभोग
Sitabhog

75
Azadi Ka
Amrit Mahotsav



सीताभोग भारत के पश्चिम बंगाल के बर्द्धमान जिले की विख्यात मिठाई है। सीताभोग एक सुगंधित मिठाई है। यह सफेद भात या सेवई की तरह दिखती है जिसमें छोटे-छोटे गुलाब जामुन मिले होते हैं। पनीर (जो बांग्ला में छाना के रूप में जाना जाता है), चावल के आटे एवं चीनी से बनी सीताभोग मिठाई प्रायः पुलाव जैसी दिखती है, हालांकि इसका स्वाद मीठा होता है। वर्ष 2017 में भारत सरकार द्वारा "बर्द्धमान सीताभोग" को "भौगोलिक संकेत" प्रमाणपत्र दिया गया। पश्चिम बंगाल डाक सर्किल इस सुस्वादु जायके का उत्सव मनाना चाहता है जो मिष्ठान के लिए लालायित किसी भी व्यक्ति को हर्षित करता है।

Sitabhog is a famous sweet of Bardhaman, West Bengal, India. Sitabhog is a flavourful dessert that looks like white rice or vermicelli mixed with small pieces of Gulab jamun. Made from cottage cheese (also known as chhana in Bengali), rice flour and sugar, Sitabhog often gives the appearance of pulao, which is albeit sweet in taste. In 2017 'Bardhaman Sitabhog' was allotted the 'Geographical Indication' certificate by Government of India. West Bengal Postal Circle would like to celebrate the essence of this dessert, which is any sweet-toothed person's delight.



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/12/2021



अतुल्य भारत की अमूल्य निधि
Invaluable Treasures of Incredible India



बर्द्धमान 713101 BURDWAN

27.08.2021