

WHAT'S NEW IN INDIA

Greeting card stationery, Jammu and Kashmir Circle



With this item Chander M. Bhat introduces himself as a Member of ISC for the past 8 years and a designer, who avidly reads our Journal!

He reports that in 2002 the Jammu and Kashmir Postal Circle printed two Greeting Cards under the GREETING POST programme. One card depicts the Holy Cave of Amarnath [Kashmir], the design of which was obtained from the Sri Amarnath Shrine Board and second one depicts the old entrance of the holy cave of Sri Mata Vaishnav Devi in Trikuta Hills of Jammu region. That design was prepared by our Member Mr Bhat. 150,000 cards were printed [one lakh of Sri Amarnath and 50 thousand of Sri Mata Vaishnav Devi] at the Security Press Hyderabad. The idea of printing these cards was mooted by Sh. S. Samant, the then Chief Postmaster General, Jammu and Kashmir Circle, and the cards were sold in the Post Offices of Jammu and Kashmir only. These cards got a good response and all the pilgrims coming to these two holy places took one card as a souvenir. They are on offer to any member who cares to e-mail Chander M. Bhat <mailto:chander.1831@gmail.com> or mailto:chander_1831@rediffmail.com with full postal address.

Your Editor on examining these cards noticed that on their envelopes there is a faint print of the logo for India Post, just under the stamp imprint, just visible if you hold the paper at an angle to the line of sight. He has not noticed this for other Greeting Post issues and asked Chander to further check his stock. Chander now writes that he has examined each and every card minutely. There some faint impression of logo on certain cards which he thinks is because while printing the cards the employees of the printing press put every card or envelope one on top of the next without drying the card first printed. Because the ink of red colour does not dry very soon as such the impression of India Post logo gets a faint impression on the envelope printed after the first card.

However the query remains as the phenomenon that Chander describes is what is known of as an offset, which by its nature would be reversed. What I noticed is the correct way round and is not inked. It looks to me like some kind of security device. Collectors of modern and postal stationery, can you replicate this finding?

The actual cards and envelopes are illustrated inside the back cover, and the faint print described is shown, together with the backs of the cards, above..