

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:2581
ANSWERED ON:13.03.2013
MY STAMP SCHEME
Ramasubbu Shri S.

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) whether India Post has any proposal to introduce the facility of converting personal photographs as legally valid stamps, 'My Stamp';
- (b) if so, the details thereof and the number of such stamps prepared/issued so far;
- (c) whether the facility is extended to all post offices in the country;
- (d) if so, the details thereof and if not, the reasons therefor; and
- (e) the steps taken by the Postal Department to generate more revenue and to reduce its losses?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. (SMT.) KILLI KRUPARANI)

- (a) 'My Stamp' was introduced in the country during the World Philatelic Exhibition in 2011 in Delhi. 'My Stamp' has two parts - the value part having a regular postage stamp and the personalized part which could be a thumbnail photograph of the customer, logos of institutions, images of artwork, heritage buildings, famous tourist places, historical cities, wildlife, animals and birds etc. The personalized part only is not a legally valid stamp.
- (b) So far 12,17,496 'My Stamps' have been prepared/issued.
- (c) No, Madam. The facility is offered in selected post offices, generally for a limited period during special events, at the discretion of the Heads of Postal Circles.
- (d) No, Madam. It is a special product for which special equipment and training are required.
- (e) The following steps are being taken by the Postal Department to generate more revenue and to reduce its losses:-
 - (i) Quality monitoring and improvement.
 - (ii) Marketing and Tie ups.
 - (iii) Introduction of New products and services.
 - (iv) Improving technology infrastructure for delivering better and newer services.
 - (v) Capacity building to enable better service quality and delivery.