

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

UNSTARRED QUESTION NO:2341
ANSWERED ON:11.03.2015
MY STAMP SCHEME
Kashyap Shri Virender

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

- (a) whether the Department of Posts has launched any scheme named 'My Stamp';
- (b) if so, the details thereof; and
- (c) the aims and objectives of such scheme?

Answer

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI RAVI SHANKAR PRASAD)

(a) Yes Madam, Department of Posts has launched a scheme named "My Stamp".

(b) My Stamp is a personalized sheets of postage stamps. The personalization is achieved by printing a thumb nail photograph of the customer, images and logos of institutions, or images of artwork, heritage buildings, famous tourist places, historical cities, wildlife, other animals and birds etc., alongside the selected "My Stamp" sheet. Rs.300 is charged from customers for one My Stamp Sheet containing 12 stamps. My Stamp can be used as a valid postage for domestic mail purposes. A customer can choose from a variety of My Stamp themes available.

(c) The aim of My Stamp scheme is to provide an opportunity to the customers to have personalized stamps with his own image, or with the image of his near and dear ones, or with images of heritage buildings, logos etc. My Stamp gives a unique opportunity to a customer to celebrate the important events and moments of their lives such as birth of a new born baby, marriage ceremony and many other joyful occasions which form an integral part of life. The customers can cherish these unique and customized stamps for ever. These can be used as gifts and can also be used as postage to bring joy to the recipient.