

Publicity Labels

The Department of Post had another series of labels printed in April 2004 in the theme of postal services to raise awareness of these services. 14 different designs are printed on the one sheet of 7 columns and 14 rows. The designs are common within each row. Every design bears the Speed Post emblem in brick red with a slight variation in size. See figures 1-6, inside front cover. The Department printed these labels to attract custom, but they have also decided to use this media to develop business and increase revenue. Private advertisers' labels are also permitted at the rate of 0.15 P. per label/article. Labels have to be printed by the advertiser and given to the Department of Posts. The advertiser may choose the location where they are interested in getting these labels affixed on Postal articles being delivered.

It is not known if the Department pays any remuneration to the postman for affixing the labels on delivery articles. For their part, staff have been aggrieved that there is no incentive to do this job – 'So how are we to be motivated? We are asked to think of the consumers, but who will think about us?' Whatever the position is I have yet to see a single label used by any delivery Post Office of Jaipur City.

For New Year 2004 the printer also printed tie-up and greeting labels in combination on gummed chromo paper with a glossy finish and the sheet in four-colour offset. Each sheet contains 19 rows and 7 columns. The 12 upper rows are completely of New Year Greeting and of the 7 lower rows, the first 6 are of tie-up labels and the last 7th is of New Year greeting labels. The rows of tie-up labels are in the sequence Fig. 1, 2, 1, 2, 1 and 2.

see 'What's New in India'



Fig 7

Fig 8