‘Binamrata’ Initiative | West Bengal | 09 Aug 2025

Why in News?

On 4th August 2025, the **Department of Posts (**West Bengal Circle) in partnership with the **Philatelic Congress of India** and **Rotary International,** supported the heartwarming letter-writing **initiative ‘Binamrata’.**

Key Points

- **About:** The **‘Binamrata’ initiative** aimed to **revive the art of handwritten letters**, focusing on personal expressions of gratitude.
    - This unique project **invited students of Classes IX and X** to **pen handwritten letters** to their parents or teachers, expressing their heartfelt gratitude, reviving the nearly forgotten charm of personal correspondence.
    - **More than 5,000 students from 63 schools across** the state participated in the event, showcasing **deep emotional connect** and creativity through their letters.
- **Other Initiatives:** In its continued efforts to promote the art of letter writing in the age of social media, the Department also organizes other annual competitions such as **Dhai Akhar Letter Writing Contest** and the **UPU International Letter Writing Competition** for Young People.

Philatelic Congress of India (PCI)

- The Philatelic Congress of India **(PCI) is the National Philatelic Federation of Philatelists and Philatelic Societies in India.**
- It was formed in **Calcutta (Kolkata) on 29th December 1975** during the National Philatelic Exhibition INPEX-1975.
- PCI was established as a National Federation in consultation and association of the Department of Post (DOP).

Rotary International

- Rotary is a **global network of more than 1.2 million neighbors**, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

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