

INDIA POST SHOWCASES WOMEN EMPOWERMENT

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At the Republic Day parade on Wednesday, India Post showcased its service to the nation, with a focus on women empowerment, through its uniquely designed thematic tableau.

India Post got a chance to participate in the parade after 17 and the tableau had a strong Mumbai element. It previously participated in 2005 on completion of 150 years of Department of Posts.

The theme of women empowerment was picked up because nearly 50% of the account holders of India Post Payments Bank and Post Office Savings Bank are women. The tableau was conceptualised and designed under the guidance of the Secretary of Posts Vineet Pandey, by Postmaster General, Mumbai Region, Swati Pandey. "Ms. Pandey had worked on the creative nitty-gritty of the tableau and had been associated with it since day one," a postal department official said.

The image of the model postwoman standing in the front of the tableau is that of Namrata Khote who works in Mumbai GPO. "She symbolises the power of youth and women empowerment by breaking the stereotypes," the official added.

Besides this, the anthem of India Post '*Aaya aapka daakiya*' has been sung by Mumbai-based rock singer Tirthankar Poddar aka ToBlue and composed by Orchida Mukherjee, an India Post, Mumbai Region official. The front of the two-part tableau featured a young post woman with a digital device in one hand and a postman's bag in the other, thus conveying the message of blending of technology with tradition.

By her side was the red-letter box which reflects people's faith in India Post, over the 167 years. The image of the post woman was juxtaposed with that of the 'harkara' — the Dak messenger or runner of yesteryears.

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