

Indian Universities on Postage Stamps: A Survey through Philatelic Websites

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Abstract

'Postage Stamps', basically as a token for payment of postal taxes are now being recognized as an information source and historical documents in recording national achievements that too visually with the four core elements viz. *denomination, country name, graphical design, and the textual element*. They are valuable means of communication; easily available anywhere to anybody. Realizing them as source of extra revenue, commemorative stamps are brought out over the time. Their role in information dissemination is prominent just like that of universities as information / knowledge disseminator and collaborator as well. Universities on stamps are relatively rare compared to other topics, issued irregularly, and in many years even decades entirely remain absent from the philatelic repertoire. As on today India has more than 430 university level institutions including Deemed Universities, Agricultural Universities; and includes 162 traditional universities with 41 Central Universities under the purview of the Ministry of Human Resource Development, Government of India. This study attempts to get acquainted with the Indian Universities on Postage Stamps—the 14 traditional universities that appeared on 15 Indian Postage Stamp. Here listing of such stamps in chronological order along with analysis and comments is presented.

Keywords: Stamps; Postage Stamps; Philately; Digital Philately; WADP Numbering System; WNS; Stamps on Indian Universities.

Introduction

Postage Stamps - the small pieces of colorful paper issued by the 'Government' of a Nation or Country, depicts national and international achievements; commemorate institutions and personalities of national and international importance; are used to announce national / international events. Though, are basically used as a token for payment of postal taxes, they carry mail and message both due to their illustrated nature. The little piece of paper is actually an ambassador representing its

country through the people, places, and history depicted on it. They are valuable means of communication.

The first stamp was printed in Britain on May 06, 1840 and was used for mail; subsequently authorities could disseminate message (information) through stamps as a medium that further increasingly realized them as source of extra revenue thus first commemorative stamp was brought out in 1871. The introduction of postage stamps meant that the receipt of letters was now free of charge, whereas before stamps it was normal for postal charges to be paid by the recipient of a letter.

Definitional Analysis

A stamp is a distinctive mark or impression made upon an object, a device used to make it, or a distinctive sticker applied to an object. It may also include other vouchers or records with similar purposes [3].

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A postage stamp is a small piece of paper that is purchased and displayed on an item of mail as evidence of payment of postage [4].

Postage stamp is a printed paper label with a gummed back for attaching to mail as an official indication that the required postage has been paid [5].

Philately is the study of stamps and postal history and other related items. Philately involves more than just stamp collecting, which does not necessarily involve the study of stamps [6].

University is an institution of higher education and research, which grants academic degrees in a variety of subjects; that provides both undergraduate and postgraduate education [7].

University is an institution for higher learning with teaching and research facilities constituting a graduate school and professional schools that award master's degrees and doctorates and an undergraduate division that awards bachelor's degrees [8].

Philately

Collecting is a natural need of human beings. Originally it was required simply to survive but with development of civilization and with growing prosperity, it gradually changed to the acquisition and interest in beautiful and rare objects, both from natural world and manmade [2].

Stamp collecting become popular shortly after the issue of first stamp in 1840. The word "philately" is the English version of the French word "philatélie", coined by Georges Herpin in 1864. He took the Greek root word phil or philo, meaning an attraction or affinity for something, and ateleia, meaning "exempt from duties and taxes" to form "philatelie". The alternative terms "timbromania", "timbrophily" and "timbrolgy" gradually fell out of use as philately gained acceptance during the 1860s [6].

Philately - the study of stamps and its collection is considered as king of hobbies. It is equally right to say philately is a hobby of

king due to its costly nature and huge investment. Philately is perhaps the most popular pastime at least. Today such a large volume of stamps are issued by the world wide postal authorities that many prefer to concentrate on a particular theme. As library associates with collection; in philately also philatelists himself like a librarian is responsible for the collection development and collection management.

Philatelist categorizes stamps according to certain criteria and classify according to their visual motifs and themes e.g., technology, economy, education, science, culture etc. [9].

LIS Dimension: Biblio Philately

Even though Libraries and librarians are not a common theme on postage stamps and Library stamps continue to be relatively scarce[10]; in 1977, Leona Rostenberg, a well-known antiquarian from New York published her series of articles entitled Bibliately in The American Philatelist magazine. The term Bibliately was derived from two words: bibliography and philately. The articles contain the history of a book depicted on postage stamps, beginning with the origins of writing, even along with mural drawings, through manuscripts, first printings and printers, and history of paper to literature and its authors, illustrations, press and book fairs. George Eberhart, in 1982 used for the first time the word Bibliophilately in his article published in American Libraries magazine. He defines it as derived from the Greek bibliothek (library) and philately. Bibliophilately, then in 2000, was intended to be understood as a collection including philatelic material, thematically connected with books and education[11]. Colleges and universities is one of the essential sub-themes of bibliophilately.

Review of literature

Stamps as an Information Source

Like any other non-book source of information such as banknotes, coins, and maps; stamps also illustrates the social,

commercial, political, cultural, historical, and artistic aspects of a society in their own unique style. They use short and abstract text, color graphics and symbols on a limited surface area. Its content is the key attribute that differentiates stamp from other non-book material. For this unique attribute, the stamp can be deemed both as a communication tool and a work of art [12].

Although, stamps are largely regarded as collection materials, they are also being a source for information. Additionally, they can be regarded as an information-recording medium; and provide knowledge about the past and present efforts of a nation in variety of fields like social science, culture, politics, arts, education, tourism, sports, and economics etc.

Visual Elements of Stamp

Vignette- the central main image, Frame-outside image of a stamp, Denomination-value of a stamp, Country of Origin, Margin-unprinted area around a stamp, Border Line-Margin and frame separator and Perforations-holes on the edge of a stamp are the main features on stamp. Moreover, stamps may also contain some sort of unique and non-standard concealed insignia; though all of them may not be present on some stamps.

However, stamp necessarily bears certain visual elements. The four core elements include denomination, country name, graphical design, and the textual elements [12].

Denomination

is located at the corner of the stamp and shown in figures/ Arabic numbers. Still, most important elements, the denomination shows the commercial value of the stamp.

Country Name

The 'first stamp' carried no country name; this led to some complications, Universal Postal Union-UPU acted to include the country name of the issuing country on all stamps to be

printed. All UPU member countries/ nations are required to include their names on stamps they issue except United Kingdom.

Graphical Design

The graphical design along with drawings, shapes, symbols, insignia, and numbers makes up the design.

Textual element

is included to elucidate the stamp theme and enhance its communication as well as to display the name of the issuing country.

In addition to these required elements, invisible insignia or symbols, Watermarks or holograms may be present to prevent counterfeits.

Denomination on a stamp shown in numbers and/or letters may also give some information on the economy of the issuing nation. Stamp prices can change as the currency of the issuing nation changes, e.g. Old *Ana* system to new *Paisa* system in India. That marked the start of use of the new currency and stamps were reprinted according to their new value.

Country names are the most important source for information on stamps. They give details on the country, region, state, city, or time period the stamps relate to. E.g. Turkish stamps since 1863 carried different textual elements based on the specific period they were issued in. They were printed in Ottoman Turkish using Arabic script during 1863-1928 and from 1928 onward they were issued in Turkish using the New Turkish Alphabet based on the Latin script. On Indian stamps one can see, Indian Postage, Republic India, India and *Bharat in Devnagari* Script.

Graphical design on a stamp comes in four main styles. The first one is the portrait/bust illustration of the Statesmen, Scientists, and other leading individuals usually from the nation. For example, British stamps during 1840-1900 showed a portrait of Queen Victoria The second style is to use insignia

comprised of flags, national symbols, the post horn, and other figures. The third is the ornament and arrangement framing the denomination. The fourth style is to illustrate anniversaries, important meetings, sports events, artworks, important days, social events, and institutions. Graphical design elements on a stamp helps to provide information on its purpose, the key points it highlights, the issue the stamps is dealing with and its meaning to the community, and the message it intends to communicate. Various materials coming in a wide variety of specifications can be used to this end.

Textual elements are included almost in every graphical design. Their main use is to elucidate the stamp theme and enhance its communication as well as to display the name of the issuing country. Textual elements include other components that are essential to be visible on a stamp. This includes the theme or purpose, booklet serial, and place of issue, names of the individuals, organizations or events, national mottos, and name of the stamp designer may to be found on a stamp.

Themes illustrated on stamps draws public attention that include Olympic Games, Drug, Alcohol Or Tobacco Abuse, National Days, and public awareness for certain Diseases, Bilateral Agreements, Traffic Regulations, Libraries and other Institutions, Birth Or Death Anniversaries, Institutional Services, and significant Technological Developments. Stamps are considered an important source for wartime propaganda, creation of public awareness for serious diseases, promotion of artwork, fund raising for organizations (AIDS stamps), and introduction of national culture. Thus they function both as an information source and a communication tool.

Postage Stamps as Information Disseminator

“All science is either physics or stamp collecting” Lord Rutherford quotes [13] at Manchester in 1962; stamp records historical facts like commemoration of events, honors individuals, achievements and institutes. They record sometime obscure historical facts [14].

The records on these postal issues can be useful in overcoming the national imbalance. The history of a country thus can be traced with the readily available stamps. Stamps are often over viewed and red rarely, rather exceptionally referred to organize knowledge; still are now recognized worldwide for their reference value. An article, in the Journal of Recreational Mathematics [15] predicts possible use of these stamps as a demonstration tool for carrying out science communication.

The illustration on stamps triggers joy of understanding and as it is strange to say a deep understanding can be shared by all humans without depending on revelation. The name Stamp itself has stamping impression on the society and is easily available anywhere to anybody, thus effective in disseminating the information on them.

Both, motifs and themes expressed on stamps, visually reveal an ideological and nationalistic intent; consequently, stamps are capable of relating struggles and negotiations involving public consensus or the dissemination of a particular political perspective.

Commemorative stamps printed in limited quantities are available for a short period of time, and play an important role in disseminating information about important people, places, events or subjects as depicted on it. Definitive stamps often reprinted to meet continual use by the public paying a standard rate or value to make up a specific need. Special purpose or service stamps issued for a particular need and oftentimes an exclusive use. These include: airmail stamps, postage due stamps (non-payment of fees), semi-postal stamps (surtaxed stamps for a charitable cause), special delivery stamps, and alike. Revenue stamps- non-postage receipts representing a tax paid for a variety of needs.

Authorities could disseminate message (information) through commemorative stamps as a medium that further realized them as source of extra revenue.

To generate public awareness on different issues/themes, we observe number of day/

year celebration. This 'Day/Year Syndrome' is mainly characterized by multi-media (stamp is one of them) publicity. Messages are communicated and variety of activities like conferences, seminars, symposia, exhibitions, popular lectures and meetings on the themes are organized. These events are more popular in the educational institutions like colleges and universities.

Universities: The Major Bodies in Information Dissemination

The word university is derived from the Latin *universitas magistrorum et scholarium*, roughly meaning "community of teachers and scholars." The university plays an important role in the dissemination of knowledge. Universities serve as both disseminators of information and as collaborators in the process of learning and teaching.

The regional universities play major roles in the development process. They produce research aligned with the needs of the region and relevant to the local economy. The university utilizes its heritage as a collaborator to transfer regional study results and innovative research from the university to the community. The transfer takes through one of the three forms: teaching students, sparking business ventures, and conducting policy-relevant research. The key issues involves disseminating the information to all of the parties at interest scientists, politicians, organizational leaders and potential entrepreneurs especially, along with getting that information acted upon in a coordinated way [16].

The production of new knowledge through the practices of research and scholarship lies at the heart of the university's mission. Yet without effective and ongoing dissemination of knowledge, the efforts of researchers and scholars will be wasted. Dissemination is thus a core responsibility of the university.

Universities in India

Indian universities are brought together under a common platform of The Association

of Indian Universities (AIU), with the view of promoting university activities, especially by way of sharing information and co-operation in the field of education, culture, sports and allied areas [17]. The AIU membership includes traditional universities, open universities, professional universities, Institutes of National Importance and deemed-to-be universities.

During 2008, India had 413 universities – 251 of which are state universities, 24 Central universities, 100 deemed universities, and five are institutions established under State Legislation and 33 institutes of national importance established by Act of Parliament. In addition, there are 20,677 colleges including 2,166 that are women-only colleges [18]. Today more than 430 universities of different categories, along with their colleges cater to the study and research needs in India [19]. Of these 162 are traditional universities. Currently 41 Central Universities works under the purview of the Ministry of

Human Resources Development, Government of India [20].

Objective of the study

The study focuses on detailed analysis of Indian stamps issued on traditional universities since its independence. With the main focus of checking Indian universities on Indian postage stamps, the specific objectives are:

- To check potential of Indian Stamps in recording National History.
- To review stamp as an information source.
- To review stamp's role in information dissemination.
- To find reasons in depicting universities on stamps by the postal authorities.
- To analyze Indian postage stamps depicting traditional Indian Universities.

The study will be helpful in creating the awareness about the aesthetic values especially the communicative value of stamp and useful in recognizing the importance of

stamp as an information source/disseminator and communication tool.

Methodology and scope of the study

Though philately is associated with many other postal stationeries and items, the present work is confined to the *philately with postage stamps* and is limited to study of the Indian postage stamps depicting Indian universities on them. The study focuses on the current status based on the online information retrieved freely.

For the present study, 'descriptive' type of research methodology is used, with 'survey' as the research technique. A survey of selective, existing and accessible websites and databases related to philately is carried out followed by detailed analysis and interpretation of facts observed.

Joseph Luft's Philatelic Resources [21] provides more than 4000 links for various websites. *The WNS website* and its database [22], as a *reference tool and a control*; is one of the tools the Universal Postal Union - UPU

has introduced, helping the Posts and the Philatelic venture as a whole. The other resources providing information with complete reference and an online catalog on Indian stamps issued from its independence, viz. 'India Stamps From 1947 To 2010:India Year wise Stamps' [23] and 'India Picks' [24], were used. The data for this paper have been collected through the search facility of the philatelic database accessed during January 2011. The paper is largely based on review of literature, both online and print.

Observations, analysis and discussions

The WADP Numbering System (WNS) - the stamp-identification system conceived, developed and established jointly by the Universal Postal Union (UPU) and the World Association for the Development of Philately (WADP), is aimed to create a database of authentic postage stamps issued on or after 1 January 2002 by the UPU member countries and territories. The WNS Database yields a treasure trove of information and images regarding stamps [25] issued by 191 UPU

Table 1: Year wise registration of stamps- World Status

Year	Number of Stamps Registered in WNS Database	Percentage %
2002	5548	11.5
2003	5116	10.6
2004	5504	11.4
2005	5413	11.2
2006	5903	12.3
2007	6282	13
2008	5811	12.1
2009	5635	11.7
2010	2967	6.2
Total	48179	100

Table 2. Year wise registration of stamps- Indian Status

Year	Number of Stamps Registered in WNS Database	Percentage %
2002	54	9.8
2003	71	12.8
2004	55	9.9
2005	51	9.2
2006	64	11.5
2007	72	13
2008	79	14.3
2009	108	19.5
2010	Awaiting stamps for registration	-
Total	554	100

Table 3: Theme wise Registration of stamps for India

<i>Theme</i>	<i>Number of Stamps Registered in WNS Database</i>	<i>Percentage %</i>
Agriculture and Food	8	1.4
Architecture	54	9.8
Astronomy and Space	5	0.9
Aviation	16	2.9
Circus	0	0
Economy and Industry	32	5.8
Education	26	4.7
Energy	9	1.6
Engineering	6	1.1
Environment & Conservation	14	2.5
EUROPA	0	0
Exhibitions, fairs and carnivals	8	1.4
Explorers & Navigation	1	0.2
Famous people	17	3.1
Fauna	48	8.7
Fine arts	18	3.3
Flora	15	2.7
Folklore & mythology	0	0
Games & toys	1	0.2
Geography & Metereology	14	2.5
History	21	3.8
Holy days & celebrations	12	2.2
International Organizations	2	0.4
Literature, Press & Comics	54	9.8
Mankind	34	6.1
Medicine	11	2
Meteorology	0	0
Military	30	5.4
Mineralogy & Geology	7	1.3
Music & Dance	19	3.4
National symbols	3	0.5
Nobel prize winners	0	0
Olympic Games	4	0.7
Politics & Government	79	14.3
Post & Philately	15	2.7
PUASP	0	0
Religions & Beliefs	39	7
Royalty & Monarchies	4	0.7
Science & Technology	17	3.1
Scouting	1	0.2
Sport	12	2.2
Telecommunications	1	0.2
Theatre & Cinema	22	4
Tourism	0	0
Transportation (rail)	8	1.4
Transportation (road)	0	0
Transportation (ships & navigation)	9	1.6
United Nations	1	0.2
Total 48 Themes		

member countries or territories [26]. Since its beginning till date, the Database has more than 48 thousand entries.

Year wise Analysis - Worldwide Status in WNS Database

Table 1 represents the year wise registered stamps in the WNS database for period of nine years from 2002 to 2010. Initiating with 5548 stamps by 141 countries, the database has reached to handsome figure of 48159 at the end of 2010 with average registration of 5351 stamps per year. Year 2007 had maximum contribution of 13% (6282) while 2010 had minimum of 6.2% (2967) may be due to 'Awaiting stamps for registration' from many countries.

Table 2 details the year wise registration of 554 stamps for India, showing maximum registration of 108 (19.5%) stamps for 2009 and minimum 51 (9.2%) for 2005 with average registration of 69 per year up to 2009; while it is 'Awaiting stamps for registration' for 2010 even after a lapse of a month after end of the year.

Table 4: Top Ten Themes Contribution to Indian share in WNS Database

<i>Theme</i>	<i>Number of Stamps Registered in WNS Database</i>	<i>Percentage %</i>
1. Politics & Government	79	14.3
2. Architecture	54	9.8
3. Literature, Press & Comics	54	9.8
4. Fauna	48	8.7
5. Religions & Beliefs	39	7
6. Mankind	34	6.1
7. Economy and Industry	32	5.8
8. Military	30	5.4
9. Education	26	4.7
10. Theatre & Cinema	22	4

Theme wise Analysis on Indian Status

Theme wise Indian status is presented in Table 3 for registration of stamps in the WNS database with all 48 available themes along with respective share in percentage; listed alphabetically. The theme wise numbers totals to 697 against 554 entries registered for India, clearly meaning some stamps are catalogued with multiple themes. Eight themes do not have non zero entries.

First Ten ranks of themes for Indian share are evident from the Table 4. 'Politics & Government' tops with 79 stamps sharing 14.3% followed by 'Architecture' and 'Literature, Press & Comics' both contributing 9.8% (54). Ninth is 'Education' 4.7 percent and 'Theatre & Cinema' with 22 entries stands tenth in the list.

Stamps issued by Government of a country are now being recognized as an information source and historical document in recording

Table 5: Indian Stamps on Indian universities

<i>S.N.</i>	<i>University</i>	<i>Year of Establishment</i>	<i>Year of Issues</i>
1.	Bombay University	1857	1957
2.	Calcutta University	1857	1957
3.	Madras University	1857	1957, 2006
4.	Osmania University	1919	1969
5.	Jamia Milia Islamia*	1920	1970
6.	Kashi Vidyapith University	1921	1971
7.	Viswabharati University*	1921	1971
8.	Aligarh Muslim University*	1875	1973
9.	S.N.D.T. Women's University	1916	1976
10.	Allahabad University*	1887	1987
11.	Panjab University*	1947	1989
12.	Benaras Hindu University*	1915	1990
13.	University Of Roorkee	1947	1997
14.	Jadavpur University	1952	2005

**Central Universities*

national achievements that too visually. Despite the merits and achievements of Universities in academic field over the years, as well as the role of stamps in displaying national achievements and culture, it is very surprising to discover a lack of University theme on postage stamps. They are a kind of *rara avis* in the philatelic world, which is supersaturated by millions of stamps depicting hundreds of topics – royalty, other government leaders, well-known personalities, national symbols, flora and fauna, and sports, to name a few.

Analysis for Universities on Indian Stamps

The literature survey shows that there is no detailed study carried on Universities on Indian Postage Stamps. Out of thousands stamps issued by India after independence; only a few number just countable on fingers

Table 6: Indian universities commemoration on stamps

S.N.	Type of commemoration	Number of Universities
1.	150 th Anniversary	01
2.	Centenary Celebration	04
3.	75 th Anniversary	01
4.	60 th Anniversary	01
5.	50 th Anniversary	05

have been issued stamps with noted universities and are not with the frequency of other topics for their philatelic repertoire.

The themes ‘Education’ have three sub themes namely *Schools, Teachers and Universities*. The WNS database provides information from 2002, thus out of 554 total registration, search for university stamps in the database with Indian issues shows only two useful entries while other resources^{23,24}, provides information with complete reference and an online catalog on Indian stamps issued from its independence.

Table 5 below presents the universities that have appeared on postage stamps, issued by India after independence with date where they appeared for.

After independence of country, India Issued three stamps in 1957 to mark the Centenary of Bombay University, Calcutta University, and Madras University; Stamps are issued to mark the 50th Anniversaries of Jamia Milia Islamia, (1970) Osmania University (1969), Kashi Vidyapith University (1971) and Viswabharati University & Rabindranath Tagore (1971); On 98th anniversary Aligarh Muslim University & Syed Ahmed Khan, (1973); Stamp on S.N.D.T. Womens’ University, Bombay (1976) marked the 60th Anniversary; To mark the Centenary of Allahabad University (1987), Panjab University, Chandigarh (Est. 1947) Issued in 1989; while to mark the 75th Anniversary of Benaras Hindu University - the first central university of India & Madan Mohan Malaviya stamp is issued in 1990. University of

Roorkee (1997) now holding status of IIT and Jadhavpur University got stamped in 2005 for its 53rd anniversary; while Madras University is the only university to have stamp for second time in 2006.

It took almost 10 years from independence to issue first stamp commemorating any university; however, it came out with three stamps on three universities simultaneously in 1957; then it took about twelve years (1969)

Table 7: Depiction on the university stamps

S.N.	University	Commemoration	Depiction
1.	Bombay University	Centenary	Building
2.	Calcutta University	Centenary	Building
3.	Madras University	Centenary	Building
4.	Osmania University	50th Anniversary	Building
5.	Jamia Milia Islamia	50th Anniversary	Building
6.	Kashi Vidyapith University	50th Anniversary	Building
7.	Viswabharati University	50th Anniversary	Building & Founder
8.	Aligarh Muslim University	98 th Anniversary	Building & Founder
9.	S.N.D.T. Women's' University	60th Anniversary	Building
10.	Allahabad University	Centenary	Building
11.	Panjab University	42 nd Anniversary	Building
12.	Benaras Hindu University	75th Anniversary	Building & Founder
13.	University Of Roorkee	50th Anniversary	Building
14.	Jadavpur University	53 rd Anniversary	Building & Edu. tools
15.	Madras University	150 th Anniversary	Building

for second when it issued one stamp for a university, thereafter it became quite regular (still not every year) for issue of stamps with theme on university with issues in 1970, 1971, 1973, 1976, 1987, 1989, 1990, 1997, 2005 and 2006 one each except two in 1971. Thus after 50 years of independence when nation celebrated its 50 year achievements had commemorated just more than a dozen universities.

As on today, the educational services of only 14 Universities are commemorated by the issue of 15 stamps. It comprises one fully devoted to women, one recognized as IIT and six are central universities. Looking to table showing type of commemoration it is observed that Indian Post have no specific policy on issue of stamps in commemoration of universities; out of 15 university stamps 05 are representing 50th anniversary, 04 are representing centenary celebration while one each for 150th, 98th, 75th, 60th, 53rd and 42nd anniversaries as shown in Table 6.

Table 7 reveals that almost all university stamps depict the university buildings, while founders of 03 universities also appear and educational tools apart from related logos and graphics are found on one stamp. One university namely University of Madras have been commemorated for twice depicting its building on both stamps.

Conclusion and suggestions

Postage Stamps that were introduced as a token for payment of postal taxes, as a historical document can visually and potentially record the national history due to their constituent core elements like denomination, country name, graphical design, and the textual element. They carry both mail and message; while working like an ambassador, they represent the country through the people, places and history depicted on them. The large number of commemorative stamps issued every year worldwide is because of their capability that authorities could disseminate message

(information). This reveals their role apart from source for extra revenue.

The above discussion puts stamping impression that the postage stamps- that are issued by a nation or country with utmost care and time, works as an information source, have communicative value and play effective role as information disseminator due to their easy availability to anybody at anywhere.

Universities serve as disseminator of information/knowledge and also as collaborator in the process of teaching and learning. They prepare generations through education for the nation. Regional universities, traditionally play a major role in development process, utilizing heritage and transferring the study results and innovative research to the community. To appreciate the vital role of universities, postal authorities of a nation commemorate their services by issuing postage stamps while celebrating various anniversaries.

Even though Universities are recognized for their valuable role; the importance of such institutions in the shaping of the national culture is well accepted, still analysis for this work shows the fact that they are not too numerous on postal stamps, not issued regularly and not an important subject on the agendas of postal administrations. Universities on stamps are relatively rare compared to other topics, issued irregularly, and in many years even decades entirely remain absent from the Indian Philatelic repertoire.

We urge the postal administration to include University Publications like books, journals/ periodicals; University related Buildings that may include university libraries, university colleges; Educational tools and University related Personalities like university founders, academicians for depiction while issuing commemorative stamps. They are further requested to have specific policy on their schedules and have university stamps on a regular basis. These topics are the pride of culture and heritage preservation and deserve much more attention. UNESCO should have the same agenda and energetically lobby for

the above cause, which is intrinsically connected to the organizations' missions. Let us hope our aim will be achieved in the not-too-distant future.

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