

India Post and IndiGo take postcards to the skies with Digital Detox Campaign

Passengers at 30,000 feet take a refreshing break from screens, rediscovering the joy of handwritten letters and meaningful human connections on Philately Day during the National Postal Week

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In an effort to rekindle the joy of handwritten communication in an increasingly digital world, the Department of Posts, Ministry of Communications in collaboration with IndiGo, organised a unique Digital Detox Campaign on 12th October, celebrated as Philately Day during the ongoing National Postal Week celebrations (9th – 15th October). The initiative encouraged travelers to take a break from their digital devices, put their thoughts on paper and reconnect with their loved ones through letter writing.



(Digital Detox kits distributed to passengers to encourage handwritten communication.)

As part of the campaign, passengers travelling on selected IndiGo flights were presented with specially designed Digital Detox kits containing postcards during their journey.

The campaign connected passengers travelling across **Bengaluru, Delhi, Hyderabad, Kolkata, Mumbai and Chennai**, who enthusiastically participated, enjoying the experience of handwritten communication and posting their letters in specially placed India Post Letter Boxes at arrival airports for onward delivery. The initiative featured specially designed postcards showcasing iconic city landmarks from all the cities.



(Taking a break from screens, passengers pen heartfelt messages to their loved ones at 30,000 feet.)

Reflecting on the experience, one of the passengers on board shared, *"In a time of blue ticks, I wrote a postcard at 30,000 feet! Somewhere between the clouds and the quiet, there was a perfect moment to put my thoughts on paper for the special people in my life."*

The campaign highlighted the importance of digital detox in reducing screen time, fostering mindfulness and strengthening human connections. Through this initiative, India Post reaffirmed the timeless charm of handwritten letters and its commitment to bringing people closer through meaningful communication.

Social Media Links:

1. <https://www.instagram.com/p/DeZPSrTkjX/?srsk=MWZhejBwNWTibnd5cQ==>

Writing at 30,000 Feet ✉️☁️ I wrote a postcard at 30,000 feet today. And I was among the first to do so. Writing has always evoked emotions that no blue tick ever could. In a world of instant replies and endless notifications, handwritten letters and postcards feel real. If you receive a handwritten letter or postcard, know that you are special. Someone took the time to think of you, find the right words and put a little piece of themselves on paper, hoping it would find its way to you. I don't usually prefer a window seat. But today, I chose one. Just so I could sit by the clouds and write. "Let my thoughts take flight." That's what my postcard said, and at 30,000 feet, those words felt more real than ever. This Fun with Philately Day, here's a reminder that every postcard can be more than a message. With its stamp, it carries a little piece of history, culture and connection, too. Perhaps some feelings deserve a little more than a message. And perhaps some words are best written a little closer to the sky. ☁️ ✉️ #FunWithPhilatelyDay #DigitalDetox #IndiGo #IndiaPost #DakSewajanSewa @IndiGo6E @cpmgdelhi @CPMGKARNATAKA

— India Post (@IndiaPostOffice) October 12, 2026

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