India Post and IndiGo Bring Digital Detox 2.0 to 15 Flights Across 11 Destinations, Spreading Festive Cheer Through Handwritten Postcards

Campaign celebrates the spirit of Diwali by reviving the personal touch of festive greetings in the digital age

Posted On: 10 NOV 2026 5:17PM by PIB Delhi

The Department of Posts, Ministry of Communications, in collaboration with IndiGo, organised **Digital Detox 2.0**, the second edition of its in-flight postcard writing activity, following the enthusiastic response to its inaugural edition. Coinciding with the festive season, the initiative offered passengers a unique opportunity to convey heartfelt Diwali greetings to their loved ones through handwritten postcards.





The campaign was conducted across **15 IndiGo flights covering 11 destinations**, including **Chandigarh, Ranchi, Bagdogra, Delhi, Mumbai, Goa, Pune, Ahmedabad, Kolkata, Varanasi and Jaipur**. Passengers were provided with specially designed Digital Detox kits containing postcards, greeting cards and DIY postcards through specially designed Diwali Stickers encouraging them to take a break from their screens and pen personalised festive messages.

Building on the success of its first edition, the initiative sought to revive the tradition of handwritten communication while promoting mindful engagement. By bringing the experience of letter writing to air travellers, the campaign highlighted the enduring charm of personal correspondence in an increasingly digital world.

Passengers warmly welcomed the initiative, sharing their memorable experiences of the campaign. One passenger remarked, ***"Writing a postcard at 30,000 feet was a wonderful experience and something I will remember for my lifetime."*** Another participant shared, ***"This was my first time writing a postcard. It made me realise how special handwritten messages can be in an age of instant digital communication."*** Appreciating the festive touch, another passenger said, ***"Sending Diwali wishes through a handwritten postcard felt much more personal and meaningful than a digital message."***







Through Digital Detox 2.0, India Post reaffirmed its commitment to innovative public outreach, celebrating the timeless tradition of connecting people through letters while adding a personal touch to Diwali celebrations.

> This Diwali, homecoming came with a little handwritten magic! 🪔 Across flights connecting Chandigarh, Mumbai, Pune, Jaipur, Ahmedabad and Goa, passengers experienced a little digital detox with India Post, rediscovering the charm of handwritten notes and heartfelt connections while travelling home for Diwali. Because some connections are best made beyond the screen. #DigitalDetox #DiwaliWithIndiaPost #IndiaPost #DakSewaJanSewa @IndiGo6E @cpmggujarat @cpmgmaharashtra @cpmgdelhi @cpmgrajasthan @cpmgpunjab
>
> — India Post (@IndiaPostOffice) November 7, 2026

***

AMK/NA

(Release ID: 2334710) Visitor Counter : 291

Read this release in: Telugu , Urdu , Marathi , हिन्दी , Tamil , Kannada , Malayalam

Share

346 words | 1 min read