

Food and Nutritional Education through the World of Philately

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Abstract—*Philately is a new approach to learn more about a country vis-à-vis of the world. It provides a method towards the connectivity by extension education and knowledge management and this role may not be denied in Nutritional Education in the contemporary educational system. Philately is the hobby of collecting and studying postage and revenue stamp, first day and special cover and other postal stationary and souvenir. It involves more than just stamp collecting; it includes the study of postal history withal. Where ever communication takes place, it has some content. Definitely philately has a content to be communicated for understanding of a country. It may serve as a pivotal role in the communication and management. Philately has highlighted country's culture, heritage, folklore, flora and fauna, agriculture, advances in science and technology, important places, famous personalities, auspicious occasions and other aspects of national life from time to time. Keeping these in view, an extensive survey on the documents and items of world philately has been carried out with special references to the Indian Philately followed by content analysis pertaining to the date of issues of items, their denominations, particulars and remarks to the commemoratives, special and definitive stamps along with their brochures. The present work is the brief account of the communication on Food and Nutrition as depicted in Indian philately along with a glimpse of world philately*

Keywords: *Food, Hobby, Indian Post, Nutritional Education, World Philately.*

1. INTRODUCTION

Philately is the learning of stamps, postal narration and records and other allied items (revenue stamps, stamped envelopes, postmarks, postal cards, covers, and similar material). It includes the gatherings, admiration and research on stamps and other philatelic products involving more than just stamp collecting. It is likely to be a philatelist devoid of possessing any stamps. The expression "philately" is the English description of the French word "philatélie", created by Georges Herpin in 1864. He received the Greek root word $\phi\lambda(o)$ - *phil(o)*-, signifying magnetism, likeness or empathy for something and $\alpha\tau\epsilon\lambda\epsilon\iota\alpha$ *ateleia*, signifying free from duties and taxes (literally, want of taxation) to outline "philatelie". The beginning of postage stamps destined that the delivery of letters was at the present without charge, while before stamps it was normal for postal charges to be paid by the addressee of

a letter (now taken to mean recipient's freedom from delivery charges by virtue of stamp which sender affixed to the letter). The substitute terms 'timbromania', 'timbrophily' and 'timbrolgy' slowly fell out of use as 'philately' gained acceptance during the 1860s. when Herpin suggested "philatélie" (anglicized to 'philately'), combining the Greek root *phil-*, meaning 'loving', with Greek *ateleia*, meaning 'tax-exemption', stamp lovers everywhere took a fancy to it and the name stuck.

Food is eaten to afford nutritional hold up for any organism. It is usually of bio origin containing essential nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals. The material is consumed by an organism and assimilated by the organism's cells to provide energy, keep life, or inspired growth.

Nutrition is the science that reads the interaction of nutrients and other substances in food in relation to maintenance, growth, reproduction, health and disease of an organism. It includes food intake, absorption, assimilation, biosynthesis, catabolism and excretion.

Education is the method of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. Educational methods include storytelling, discussion, teaching, training, and directed research. Education frequently takes place under the guidance of educators, but learners may also educate themselves. Education can take place in formal or informal settings and any experience that has a formative effect on the way one thinks, feels, or acts may be considered educational. The methodology of teaching is called pedagogy.

2. REVIEW OF LITERATURE

Chakraborti et al. (2012) gave detailed account of comprehensive communication on medicinal plants in Indian philately. An extensive survey on the documents and items of Indian philately has been carried out followed by content analysis starting from 1947 to 2010. The date of issue of philatelic items, their denominations, particulars and remarks pertaining to all the commemoratives, special and definite stamps along with brochures were considered for the purpose.

Altogether 10 herbal plants have been depicted in Indian Philately directly.

3. METHODOLOGY

To explore the knowledge in the philatelic items Content Analysis (Berelson, 1952) had been undertaken. Content Analysis is illustrated as the systematic study of content of communication. It is the learning of the content pertaining to the meanings, contexts and intentions contained in messages. The term Content Analysis is 75 years old, and Webster's Dictionary of English language listed it since 1961. Bernard Berelson (1952) published Content analysis in Communication Research, which heralded recognition for the technique as a versatile tool for social science and media researchers. Some scholars adopted it for historical and political research as well. However, the method achieved greater popularity among social science scholars as well as a method of communication research.

4. DISCUSSION

The Food and Agricultural Organisation (FAO) is an agency of the United Nations that leads international efforts to defeat hunger. Serving both developed and developing countries, FAO acts as a neutral forum where all nations meet as equals to negotiate agreements and debate policy. FAO is also a source of knowledge and information, and helps developing countries and countries in transition modernize and improve agriculture, forestry and fisheries practices, ensuring good nutrition and food security for all. Its Latin motto, "fiat panis", translates into English as "let there be bread". As of 08 August 2013, FAO has 194 member states, along with the European Union (a "member organization"), and the Faroe Islands and Tokelau, which are associate members. FAO was established on 16 October 1945, in Quebec City, Quebec, Canada. In 1951, its headquarters were moved from Washington, D.C., United States, to Rome, Italy. There are so many postage stamps on FAO from different countries (vide photographs).

Stamp from the Solomon Islands, showing an array of fruits and vegetables with the message "local food is best (for your health)". Stamp from the Solomon Islands, emphasizing that "mother's milk is best." The stamps accompanying this column are an Australian one depicting a child's heart pleading for "No junk food, please;" a 1984 Mauritanian stamp showing a cage-like device to weigh infants and children with a growth chart in the background; and two colorful stamps from the Solomon Islands, one showing an array of fruits and vegetables with the message "local food is best (for your health)," and the other emphasizing that "mother's milk is best."

Kenya in 1981 on World Food Day issued three postage stamps featured in the children's health in miniature sheet which depicts an image of a basket of fruit with rich colours

and shapes. USA in 1963 printed postage stamp dedicated to the American 'Food for Peace' program and FAO 'Freedom from Hunger Campaign' showing wheat. There was an image of an engraved stamp depicting men of four races, wheat ears, and a globe highlighting Algeria's national flag designed by Rene Ferrer issued by Algeria on March 21, 1963 to publicize the FAO's Freedom from Hunger Campaign.





Photographs: Philatelic items on foods and nutrition

5. CONCLUSION

The present work is the brief account of the communication on Food and Nutrition as depicted in Indian philately along with a glimpse of world philately which may include in the course curricula of undergraduate students of Food and Nutrition. Hence, the learners can easily identify the nutritional foods from the philatelic pictures and they will understand about their occurrence, distribution and provenance of production while satisfying their noble hobby. The educationalist should, therefore, classify all the postage stamps of the world on the basis of plant and animal source of nutrition; and on the basis of provenance viz. continents and countries for well understanding of the phyto and zoo-geography, place of production and the probable destination for food exim. The students will also be aware about the International Organizations of Food and the current affairs their off.





Photographs: Philatelic items on foods and nutrition

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