

**No.46-66/2017-Phil
Government of India
Department of Posts
(Philately Division)
Dak Bhawan, New Delhi-110001
Phone No.011 23096020,23096211**

India Post Mascot Design Competition

India Post is organizing "India Post Mascot Design Competition" on MyGov.in from 01.06.2018 to 15.07.2018.

Description:

A Mascot is a representative figure a symbol and a communication tool for any organization. It personifies their values, communicates effectively and helps them stand out from the crowd. With over 1.5 lakh Post Offices, the Department of Posts has the most widely distributed Postal network in the world. Department of Posts has decided to develop Mascot of India Post which would be the face of Brand India Post. The mascot essentially should be a well-designed cartoon character with strong connection to India Posts. Mascot should have depictive connection with India Post profession and values. It should have a personality, style and way of doing things that reflect the best things that India Posts stands for.

Terms and Conditions:

By participating in the Competition, participants agree to be bound by, and are deemed to have read and understood these terms and conditions.

General Guidelines

- (i) The Competition is open to only Indian Citizens.
- (ii) All entries for the Competition must be submitted to the Creative Corner Section of www.mygov.in. Entries submitted through any other medium/ mode would not be considered for evaluation.
- (iii) The winning entry for mascot of India Post would be the intellectual property of the Department of Posts (DOP) and the winner cannot exercise any right over it, after acceptance of the prize.
- (iv) The prize-winning design of the Mascot is meant to be used by the DOP for promotional and display purposes and also for any other use as may be deemed appropriate for the initiative.

(v) The mascot name must not contain any provocative, objectionable or inappropriate content.

(vi) The participant must be the same person who has conceptualized the design for the mascot and plagiarism would not be allowed. The participants can also be penalized for this as per law.

(vii) Please note that the design proposed for the mascot must be original and should not violate any provision of the Indian Copyright Act, 1957.

(viii) Anyone found infringing on others copyright would be disqualified from the Competition. DoP does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.

(ix) Participant is to make sure that his/her MyGov profile is accurate and updated since DoP would be using this for further communication. This includes details such as name, photo and phone number. Entries with incomplete profiles would not be considered.

(x) DOP reserves the right to cancel or amend all or any part of the Competition and/or the Terms & Conditions/Evaluation Criteria. However, any changes to the Terms & Conditions/ Evaluation Criteria, or cancellation of the Competition, will be updated/ posted on contest page on the MyGov platform. Participants are responsible to keep themselves informed as to any changes in the Terms & Conditions/ Evaluation Criteria stated for this Competition.

(xi) The Participant(s) represent(s) and warrant(s) that he/she will comply with all applicable Indian laws. The Participant(s) shall not disclose and/or use any information, if doing so is in violation of any obligation of antitrust law and/or confidentiality.

(xii) By registering for participation in the Competition, the Participant(s) warrant that:

- a. They have complied with these terms and conditions;
- b. Their name is original;
- c. Their entry does not infringe any intellectual Property Rights of any third party;

d. Any current employer and/or learning institution that the participant is employed by or enrolled with would have no claim on the design of Mascot developed and submitted.

(xiii) DoP reserves the right to reject any entry based on its discretion.

(xiv) DoP accepts no responsibility for any damage, loss or injury of any kind suffered by any participants in entering the Competition, including as a result of any participant winning or not winning any prize.

(xv) DoP will not be held responsible if the participants are not able to upload their entries on MyGov portal before the last date & time of submission for any reason whatsoever.

(xvi) Entries must be made by the closing date and in the manner set out in the Competition terms and conditions. Failure to do so will result in disqualification.

(xvii) Multiple submissions of entries by the same participant would not be considered.

(xviii) The selected entry will be awarded a cash prize of Rs. 1,00,000 and five consolation entries will be awarded a cash prize of Rs 10,000 each.

(xix) The results of the Competition would be declared on MyGov portal.

(xx) The last date for submission of entry is 15.07.2018.

Evaluation Criteria:

(i) All the entries received would be assessed for award by the Selection Committee.

(ii) Entries would be judged on the basis of elements of creativity, originality, composition, Brand image simplicity, merit and visual impact and how well they communicate and promote identity of India Post.

(iii) The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants for any of their decisions.

(iv) DoP would have the right over the winning entry for usage in a way felt appropriate by it. Winning participant would have no right or claim on the submitted entries once the

prize is handed over. DoP shall not use the disqualified entries for any purpose and shall have no intellectual rights over the same.

(v) Any legal proceedings arising out of the competition/its entries/ winners shall be subject to jurisdiction of Delhi.