

## **Terms and Conditions: India Post Mascot Design Contest**

The Department of Posts, under the Ministry of Communications, Government of India, invites citizens to participate in the **Mascot Design Contest for India Post** through MyGov platform. The mascot will serve as the symbolic brand ambassador of India Post, reflecting its core values of trust, reliability, inclusivity, and digital innovation.

### **1. Objective of Mascot:**

- a. To strengthen and modernize brand identity of India Post.
- b. To create a distinctive and memorable visual identity aligned with the core values of India Post.
- c. To enhance communication in promotional and outreach campaigns.
- d. Communicate about product and services provided by India Post in an easy and engaging manner through a friendly, relatable, and appealing mascot.
- e. Build an emotional connection with all age groups, especially youth and children.
- f. To show India Post as modern, tech driven and customer centric organisation.
- g. To reflect the spirit of service, security, and accessibility.

### **2. Eligibility**

- a. The contest is open to all the Indian Citizens of all age groups.
- b. Each participant is permitted to submit only one entry. Multiple submissions from the same participant will not be entertained.
- c. The contestant should have 100% ownership of the submitted name & design of the mascot.

### **3. Submission Requirement**

- a. The designs should be submitted through MyGov platform ([www.mygov.in](http://www.mygov.in)). Submission through any other medium will not be considered.
- b. The entry must be in high resolution and designs must be submitted in JPG, PNG or PDF format (minimum 300 DPI, with the resolution of minimum 1920x1080). File size should not exceed 10 MB.
- c. The design must be submitted along with one name of mascot in any Indian language (with transliteration in English or Hindi language) and a brief concept note explaining concept, symbolism, and rationale behind both design and name of the mascot (in English or Hindi language).
- d. The concept note should not be less than 150 words and more than 200 words.
- e. Participants must ensure their profile details such as name, contact information, address are accurate and updated.

- f. The contestant must submit editable source files/project file (AI/CDR/EPS/SVG format) within one week, as and when asked by the Department of Posts.
- g. The name & design submitted must not have been previously published, submitted to other competitions or used for commercial purposes.
- h. The design submitted must be original, manually created and does not violate any copyright or intellectual property regulations. Plagiarised or copied entries will be disqualified immediately.
- i. Incomplete or non-conforming entries will not be evaluated.
- j. The selected candidates must provide any Government ID Card, Pan Card and Account Details within one week as and when communicated by the Department of Posts. Failing to do so may result in disqualification.

#### **4. Mascot Design and Name Guidelines**

**a. The mascot design must:**

- Reflect the ethos and mission of Department of Posts –trust, reliability, inclusivity, digital empowerment, Last mile connectivity and Dak Sewa Jan Sewa.
- Be unique, original, and distinctive, avoiding resemblance to existing characters, mascots, or trademarks.
- Be simple yet engaging and appealing to all demographics, including children, youth, and senior citizens.
- Be suitable for deployment across multiple media: print, digital platforms, animation, merchandise, and large-scale branding.
- Allow flexibility for adaptation into 3D, animated, or stylised formats in future.

**b. The mascot name must:**

- Reflect the ethos and mission of Department of Posts –trust, reliability, inclusivity, digital empowerment, Last mile connectivity and Dak Sewa Jan Sewa.
- Be unique, original, and distinctive, avoiding resemblance to existing characters, mascots, or trademarks.
- Be simple yet engaging and appealing to all demographics, including children, youth, and senior citizens.
- The name should be appropriate for use in official communication, branding, promotional materials and public outreach initiatives of the Department of Posts.

**c. Entries must not contain illegal, offensive, political, objectionable or inappropriate content.**

**d. The design must not violate or infringe upon any third-party intellectual property, copyright, or trademark.**

**e. AI generated Mascot Designs are discouraged by the Department of Posts.**

- f. Plagiarised or copied entries will be disqualified immediately as and when such instances are identified by the Department of Posts.

## **5. Evaluation Process and Criteria**

- a. The evaluation of Mascot Design will be based on the following criteria:

- Creativity, originality, and uniqueness (30%)
- Alignment with Department of Posts values and objectives (25%)
- Aesthetic appeal, simplicity, and universal relevance (25%)
- Adaptability and scalability for diverse formats (20%)

- b. The evaluation of Mascot name will be based on the following criteria:

- Creativity, originality, and uniqueness (30%)
- Alignment with Department of Posts values and objectives (25%)
- Simplicity, Clarity and ease of pronunciation (25%)
- Ease of use across various platforms and languages (20%)

- c. The decision of the Department of Posts shall be final and binding and no requests for re-evaluation will be entertained. Further no notifications will be given to the rejected participants.

## **6. Prizes and Recognition**

- a. All the selected entries for Mascot Creative will be eligible for gratification as under:

- First prize (Winning Entry): INR 75,000/- and Certificate
- Second prize: INR 50,000/- and Certificate
- Third prize: INR 25,000/- and Certificate

- b. All the selected entries for Mascot Name will be eligible for gratification as under:

- First prize (Winning Entry): INR 25,000/- and Certificate
- Second prize: INR 15,000/- and Certificate
- Third prize: INR 10,000/- and Certificate

- c. Payment to the winner will be made through electronic mode for which the necessary bank details will be taken after the declaration of winner of the contest.

## **7. Intellectual Property Rights (IPR)**

- a. The Selected entries will become the Intellectual Property of Department of Posts. And the Department of Posts will have exclusive rights to use, reproduce, adapt, edit distribute, publish, and display the selected mascot design and name in any form, worldwide, in perpetuity and may modify and use it as deemed appropriate.
- b. Once selected the designs and the names will be intellectual property of Department of Posts and the winner shall not exercise any right over the them.
- c. Participants must not reuse, sell or re-purpose the design and name once submitted.
- d. All the 6 selected participants shall be required to provide an undertaking declaring that the design and name submitted by them are original, free from third-party rights, and transferring all IPR to Department of Posts.

## **8. Disqualification Grounds**

Entries will be summarily rejected if they:

- a. Are plagiarised or violate intellectual property rights.
- b. Contain inappropriate, offensive, or derogatory content.
- c. Do not meet the submission or technical requirements.
- d. Failing to submit Government ID card, Pan Card and Bank Account Details with in one week of communication by the Department of Posts to do so.

## **9. Timelines**

- a. The contest will be open for submissions from 15<sup>th</sup> July 2026 to 15<sup>th</sup> August 2026.
- b. No entry will be accepted under any circumstances after the deadline.
- c. Department of Posts reserves the right to extend or shorten the contest duration without prior notice.

## **10. Publicity & Promotion**

- a. By participating, entrants grant Department of Posts the right to use their names, photographs, and submitted content for promotional purposes related to the contest without additional compensation.
- b. Department of Posts may showcase selected entries on its official website, social media channels, promotional campaigns and events.

## **11. Liability & Indemnity**

- a. The content must be original and should not violate any provision of the Indian

Copyright Act, of 1957. Anyone found infringing on others' copyright would be disqualified from the competition. Department of Posts does not bear any responsibility for copyright violations or intellectual property infringements carried out by participants,

- b. Participants agree to indemnify and hold harmless Department of Posts, MeitY, and MyGov against any third-party claims arising from their submissions.
- c. Department of Posts shall not be answerable to any dispute raised by third-party, under any circumstances.
- d. Department of Posts assumes no responsibility for technical failures, lost submissions, or disruptions in the submission process.
- e. The responsibility to comply with the Submission of entries, Competition Technical Criteria and Selection Process fully lies with the participant.

## **12. Governing Law & Dispute Resolution**

- a. The contest and its terms are governed by the laws of India.
- b. Any disputes shall be subject to the jurisdiction of courts in New Delhi only.

## **13. Acceptance of Terms**

- a. Participation in this contest implies unconditional acceptance of all the terms and conditions.
- b. Department of Posts reserves the right to cancel, amend or withdraw all or any part of this contest. Any changes to the Terms and Conditions/ Technical Parameters/Evaluation Criteria, or the cancellation of the Contest, will be updated/ posted on the website. It would be the responsibility of the participant to keep themselves informed of any changes in the Terms and Conditions stated for this Contest.

The selected mascot design and name will be used by Department of Posts for promotional campaigns, philatelic products, social media outreach, public awareness initiatives, exhibitions, events, and other official purpose.