



सत्यमेव जयते

AD (PS)
per 23/6
DPS (PS)
per 23/6

भारतीय डाक विभाग
(संचार एवं सूचना प्रौद्योगिकी मंत्रालय)
डाक भवन, संसद मार्ग
नई दिल्ली-110001
Department of Posts, India
Ministry of Communications & IT
Dak Bhawan, Sansad Marg,
New Delhi-110001

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एम.एस. रामानुजन
सदस्य (बैंकिंग एवं मा.सं.वि.)
डाक सेवा बोर्ड

M.S. Ramanujan
Member (Banking & HRD)
Postal Services Board

D.O. No. 1-5/2016-PBI



Dated: 21.06.2016

Dear Ms. Ghosh

As you know the Cabinet has approved the proposal for setting up the India Post Payments Bank (IPPB) under Department of Posts as a separate entity with 100% Govt of India (GOI) equity. In order to distinguish itself and have a unique identity, India Post Payments Bank (IPPB) needs to have its own logo and branding. IPPB would adopt open innovation and co-creation as part of its DNA. As a first step, a logo design and tagline contest for the India Post Payments Bank has been launched through the MyGov platform on 10th June 2016 for engaging with the citizens of the country and giving them an opportunity to contribute to the building of the brand IPPB. The contest is open till 9th July 2016. This is the first step in a series of co-creation activities of the India Post Payments Bank

2. Widespread publicity is required to be focused on the contest to garner maximum public participation. The link for the contest is as below:
 - <https://www.mygov.in/task/logo-design-and-tagline-competition-india-post-payments-bank/>

Hon'ble MoC &IT has posted about the contest on Twitter and Facebook:

- <https://twitter.com/rsprasad/status/741633998359650305>
- <https://www.facebook.com/.RaviShankarPrasadOfficial/.posts/.10154164952558329:0>

We have also shared the same through DoP's social media handles in Twitter and Facebook.

3. Hon'ble MoC &IT expects enthusiastic response from the staff & the public on popular demand the terms and conditions of the Logo & tagline contest is being modified to allow people to submit either log or tagline or both for the contest. Accordingly, the winning entry can either win Rs. 25,000/- (either logo or tagline) or Rs. 50,000/- for both logo & tagline.
4. We anticipate great potential for participation through the Circles in the contest. This will not only generate interest for the project but also give a

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sense of ownership and pride to the participants. In this regard, I request you to make all out efforts to promote the contest through the post offices by innovative means like putting up posters, banners, public announcements staff meetings etc. so that the reach of the post offices can be leveraged for good publicity. Staff participation may also be encouraged. Brand of an entity remains forever with it and gives a chance to make an indelible impression on the minds of people. Let us, therefore, ensure that this first step is a grand success.

With regards,

Yours sincerely,


(M.S. Ramanujan)

Ms. Arundhaty Ghosh
Chief Postmaster General
West Bengal Circle
Kolkata-700 012.