

Digital Payments Awareness - Signature Tune Contest for Digital Payments

Terms and Conditions

- The contest is open to citizens of India only.
- The Signature Tune must be original and should not violate any provision of the Indian Copyright Act, 1957.
- The Signature Tune must not contain any provocative, objectionable or inappropriate content.
- All the submitted Signature Tune would be the intellectual property of the Ministry of Electronics and Information Technology, Govt. of India. All the submitted Signature Tune are meant to be used by MeitY, Govt. of India for promotional and display purposes and also for any other as may be deemed appropriate for the initiative.
- The employees of Ministry of Electronics and Information Technology are not allowed to take part in this competition.
- The MyGov profile should be accurate and updated as well as the information on the profile for further communication. This includes your name, photo and phone number. Entries of participants who fail to furnish complete profile may be rejected. The MeitY reserves the right to cancel or amend all or any part of this Contest and/ or the Terms & Conditions/ Technical Parameters/ Evaluation Criteria. However, any changes to the Terms & Conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, will be updated/ posted on the MyGov platform. It would be the responsibility of the participants to keep themselves informed as to any changes in the Terms & Conditions/ Technical Parameters/ Evaluation Criteria stated for this contest.

Parameters

- The Signature Tune should be catchy and should not be more than one line in Hindi or English. The duration of the Signature Tune should be between 30-60 sec.
- The participants should then upload their entry as a high quality audio file to any media platform such as soundcloud, Youtube, Google Drive, etc. and enter the publicly accessible link for the entry using the Audio Link icon on the MyGov contest page.
- The Signature Tune should be usable on the website/ mobile app / social media such as Twitter/Facebook.

Evaluation Criteria

- All the entries received would be assessed for award by the Selection Committee.
- Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and overall impact and how well they communicate the theme of the Digital Payments.

- 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 or their decisions.
- The prize money for the best 3 Signature Tune will be as follows:
 - 1st prize - INR 10,000.00
 - 2nd prize - INR 5,000.00
 - 3rd prize - INR 3,000.00