

In order to make the citizen about investments the Authority is conducting various awareness programmes, brief details are mentioned below:

- **Investor Awareness Programs (IAPs) through Professional Institutes:** The IAPs are organized by the professional institutes in the urban areas through their chapters or through the resource persons engaged for the purpose.
- **IAPs in rural areas through CSC e-Governance:** Since 2012-13, CSC e-Governance Services India Ltd., Ministry of Communications & IT (MeitY), is organizing IAPs in rural areas through the Common Service Centers on behalf of the Ministry. During the current year 5500 IAPs are being conducted and further 20,000 IAPs are to be held shortly.
- **Joint campaign of Investor awareness:** A joint campaign has been planned in association with RBI, SEBI, Deptt. of Consumer Affairs. In this joint campaign co-branding of jingles, comic strips, slot for crawlers, newspapers advertisements and development of posters is proposed to be undertaken. At present cobranded jingles are being aired on various FM and Vividh Bharti channels has is going on.
- **Airing of jingles on AIR:** Four jingles have been developed for investor awareness. These jingles are being aired on AIR FM and Vividh Bharti. At present the Authority is sponsoring the program “Chandikeparde se”.
- **Crawlers on Doordarshan News Channel and Regional Kendra's:** Awareness messages through crawlers are being released over a period of six months.
- **Publication of advertisement in newspapers:** Advertisements about the activities of Authority and investor awareness are released from time to time.

Outcome of the awareness programmes:

- The authority seeks to create awareness among rural and urban citizens through awareness camps, camps, seminars, publishing advertisements in newspapers, radio jingles, crawlers etc.

## **Tagline Creation Competition for Investor Education and Protection Fund Authority Terms and Conditions:**

- The Competition is open to all Indian Citizens.
- Entries should reflect involvement of investor awareness (i.e. through savings and investment through different mediums).
- ‘Entries will be judged on creativity, originality, composition, technical excellence, artistic merit and visual impact.
- The artwork must not contain any provocative, objectionable or inappropriate content
- The winning Tagline will be the intellectual property of the Government of India and the designer cannot exercise any right over it. The prize winning Tagline is meant to be used by Government of India for promotional and display purposes, IEC material and also for any other use as may be deemed appropriate for the initiative ‘Investor Awareness Programme’.
- All the entries received will be evaluated by a Screening Committee and the top 20 Entries will be placed in front of a Selection Committee for final selection.
- An undertaking by the participant has to be submitted stating the right to submit the Tagline to the competition. Anyone found infringing on others’ copyright will be disqualified from the competition. Government of India does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants
- Please ensure that your email address is valid and operational as this is the principal means through which communication will take place.
- The disqualified entries shall not be used by the Ministry for any purpose and the Ministry shall have no intellectual rights over the same.
- Multiple entries by the same participant will not be considered.
- The decision of the Selection Committee will be final and binding on all the contestants and it does not owe any clarifications to any participants for any of their decisions.

## **Tagline Creation Competition for Investor Education and Protection Fund Authority Technical Parameters for Tagline:**

- The participant should attach the Tagline as a PDF file.
- The winner of the competition shall be required to submit the Tagline content Hindi and English.
- Please note that the Tagline must be original and should not violate any provision of the Indian Copyright Act, 1957.
- The size of the Tagline should be one liner, maximum of 70 characters.
- Each entry must be accompanied by these details: name, gender, education qualification, occupation, contact numbers, email and complete postal address with pin/zip code. A scan copy of a valid proof of identity (Passport/Driving license/Voter ID Proof/ Ration Card)
- Entry must be submitted to MyGov portal. The link for the same has been made available at [www.mygov.in](http://www.mygov.in)

Employees of CSC-SPV & IEPF Authority or their relatives are not eligible for the contest.