

## Digi Dhan Mela Contest

The Government of Assam, post demonetization has given lot of emphasis on promoting the various digital payment channels amongst the common citizen, farmers. Artisans and business man etc. for purchasing and payments towards various good and services etc and have been taking special programs likes digital and financial literacy for its citizen , government employees and other stakeholders to impart know how and training in the ways and means for cashless transaction through special awareness camps.

Further, the State Government in association with Government of India is organizing a Digi Dhan Mela on 11th January, 2017 at Guwahati for promotion and adoption of Digital payments.

Keeping in line with spirit of the event, the Government of Assam is organizing a Contest to encourage local community participation in the overall initiative on digital payment in the following categories-

- (i) Slogan
- (ii) Audio Jingle
- (iii) Digital Poster

1. Slogan- The slogan contest on Digital Payments carries prizes in the following categories-

1st Prize - Rs.10,000/-

2nd Prize- Rs7500/-

3rd Prize- Rs.5000/-

Maximum word limit for the slogan is 35 words and slogans to be in official language of the state. Slogans should be the own creation of the participant.

2. Digital Poster- The Digital Poster Contest on Digital Payments carries prizes in the following categories-

1st Prize – Rs.50,000/-

2nd Prize- Rs.30, 000/-

3rd Prize- Rs.25, 000/-

The Digital poster should be made digitally and should be produced in Original format (Photoshop / Coral / GIMP) and Jpeg format. Digital Poster should be the own creation of the participant.

Size- A2 Size

Pixels resolution- 4961x7601 Pixels.

3. Audio Jingle - The Audio Jingle Contest on Digital Payments carries prizes in the following categories-

1st Prize – Rs.50,000/-

2nd Prize- Rs.30, 000/-

3rd Prize- Rs.25, 000/-

The Audio jingle should be maximum duration of 2 minutes and should be produced in MP4 / Ogg format and to be in official language of the state and should be the own creation of the participant.

The deadline for the contest is 10<sup>th</sup> January, 2017 by 12 pm.