



कार्यालय प्रधान मुख्य आयकर आयुक्त, आन्ध्र प्रदेश व तेलंगाना, हैदराबाद
Office of the Pr. Chief Commissioner of Income Tax,
Andhra Pradesh & Telangana, Hyderabad,
दसवीं तल, आयकर शिखर / 10TH Floor, Income Tax Towers,
ए.सी.गार्ड्स, हैदराबाद / AC Guards, Hyderabad – 500 004.
टेलि.नं./Tel. No. 040 – 23425474, फैक्स /Fax 040-23241427
email Id: hyderabad.dcit.hq.admin@incometax.gov.in

F.No. Pr.CCIT/AP&TS/Estt/2022-23

Date:20.04.2023

CIRCULAR

Sub: Reminder- Slogan, Jingle/Signature Tune and Song of the Income Tax Department
– Calling for creative scratches/options from Field Formations, Directorates and
attached Offices of CBDT-Reg.

Ref: 1. DIT(PR, P&P), New Delhi's letter in F.No.Pub-1(91)/PR,P&P/2022-23
dated 12.04.2023
2. This office letter in F.No.Pr.CCIT/AP&TS/Estt/2022-23 dated 23.03.2023.

Kindly refer to the above.

2. I am directed to forward herewith the letter mentioned above received from ADG(PR,P&P), O/o DIT(PR,P&P), New Delhi. In this regard, a letter vide reference 2 dated 23.03.2023 sent by this office seeking scratches/creative inputs from officers and officials posted in Field Formations, Directorates and attached Offices of CBDT for the creation of Departmental Slogan/Tagline/Jingles and Song which would become an integral part of the publicity and outreach activities of the Department, the Departmental song would be used for all internal functions/gatherings and events.
3. Sufficient entries have not been received in any category so far. It is therefore requested to all the officers & officials to participate in this activity and submit their entries to this office by e-mail to Hyderabad.dcit.hq.admin@incometax.gov.in latest by 25th April, 2023 for onward transmission to O/o DIT(PR,P&P), New Delhi. In case, officers and officials wish to submit physical copies of slogan/jingle/song, they may send it by post to the office of JDIT(Admin), O/o ADG(PR,P&P), Mayur Bhawan, New Delhi through proper channel.

Yours faithfully,


(THAMBA MAHENDRA)

Dy. Commissioner of Income Tax(HQ)(Admn)
O/o Pr. CCIT, AP & TS, Hyderabad

Encl: As above



कार्यालय प्रधान मुख्य आयकर आयुक्त, आन्ध्र प्रदेश व तेलंगाना, हैदराबाद
Office of the Pr. Chief Commissioner of Income Tax,
Andhra Pradesh & Telangana, Hyderabad,
दसवीं तल, आयकर शिखर/ 10TH Floor, Income Tax Towers,
ए.सी. गार्ड्स, हैदराबाद/ AC Guards, Hyderabad – 500 004.
टेलि.नं./Tel. No. 040 – 23425474, फैक्स/ Fax 040-23241427

F.No.Pr.CCIT/AP&TS/Estt/2022-23

Date: 23/03/2023

CIRCULAR

- Sub:** Slogan, Jingle and Song of the Income Tax Department – Calling for creative scratches/options from field formations, Directorates of CBDT and various attached offices of CBDT – Reg.
- Ref:** DIT(PR, P&P), New Delhi's letter No. Pub-I(91)/pr,p&p/2022-23/1645 dated 14.03.2023.

* * *

Kindly refer to the above.

2. The Directorate of PR, P&P is calling for scratches/creative inputs from officers and officials posted in field formations, for the creation of

- a Departmental Slogan/Tagline,
- a Departmental Jingle and
- a Departmental Song

3. The parameters, pre-requisites and process for the calling of creative inputs, selection and finalization of the same are as follows:

- All the officers and officials of the Income Tax Department would be allowed to submit a maximum of 1 creative/submission each under of the 3 categories i.e. a maximum of 1 slogan, 1 jingle/signature tune and 1 song (lyrics, preferably composed).
- No royalty/money/fees/composition charges/contribution cost/commission or any monetary or non-monetary compensation of any kind shall be given to the officer/official whose creative would be finally selected. The selection of the slogan/jingle/song would however be acknowledged by a letter from the Directorate General (Admn. & TPS).
- All submission received for this purpose should be routed through respective HOD and should contain the details of the official/official concerned in the following format.

- Name :
- Designation :
- Region :
- Employee Code :
- Phone Number :
- Email ID :

- The copyright/trademark of the selected creative and ownership of the same would vest with the Income Tax Department, so, the usage of the same by the creator would not be allowed anywhere.
- The officer/official concerned will submit a No Objection Certificate certifying that he/she has no objection to the usage of the slogan/jingle/song by the Income Tax Department.
- The Officer/official will also certify that it is an original composition, which has emanated from the creativity of the officer/official concerned.
- The proposed timeline for the selection would be as follows,

Stage of Selection	Date
Last Date for submission of creative in the O/o JDIT(Admin), Directorate of PR,P&P	10 th May, 2023
Shortlisting of entries by Committee	10 th June, 2023
Selection of Official Jingle, Song and Slogan/Tagline by CBDT	25 th June, 2023

h. The proposed requirements for the creatives to be submitted are as follows:

Sl.No	Creative Type	Pre-requisites/Requirements
1	Song	Duration- Maximum 120 seconds Form of submission- One of the following, <ul style="list-style-type: none">• Only Script/Lyrics or• Script with Composition(lyrics, preferably composed.) Language-Hindi/English
2	Jingle/Signature tune	Duration- Maximum 15 seconds Instruments- Any (preferably Indian)
3	Slogan/Tagline	Length- Maximum 10 words Language- Hindi/ English

4. In this regard, it is requested that all entries should be received at this office by email to hyderabad.dcit.hq.admin@incometax.gov.in latest by **April 25, 2023**, for onward transmission to O/o DIT(PR,P&P), New Delhi. In case, officers and officials wish to submit physical copies of slogan/jingle/song, they may send it by post to the office of JDIT(Admin), O/o ADG(PR,P&P), Mayur Bhawan, New Delhi through proper channel.


(THAMBA MAHENDRA)
Dy. Commissioner of Income Tax,
(Hqrs)(Admn.),
O/o Pr.CCIT, AP&TS, Hyderabad



सत्यमेव जयते



आयकर निदेशालय
(जन सम्पर्क, प्रकाशन व प्रचार)
छठी मंजिल, मयूर भवन, कनॉट सर्कस,
नई दिल्ली - 110001
फोन :011-23411267

नैना सोई कपिल, भा.रा.से.
अपर आयकर महानिदेशक (ज.सं., प्र. व प्र.) के प्र. व. प्र.
NAINA SOIN KAPIL (IRS)
Addl. Director General (PR, P&P), CBDT

DIRECTORATE OF INCOME TAX
(Public Relations, Publications & Publicity)
Room No. 607, 6th Floor, Mayur Bhawan
Connaught Circus, New Delhi - 110001
Ph :011-23411267

F.No. Pub.-1(91)/PR, P&P/2022-23 /16

Dated 12.04.2023

To,
The Pr.CCsIT, All regions
Pr.DGsIT/ DGsIT of all Directorates
JSs/CsIT in CBDT

Respected Madam / Sir



REMINDER-I

Subject: Reminder-Slogan/Tagline, Jingle/Signature tune and Song of the Income Tax Department – Calling for creative scratches/options from Field Formations, Directorates and attached Offices of CBDT – reg.

Kind reference is invited to the above subject.

2. In this regard, a letter vide F.No.Pub-I(91)/PR, P&P/2022-23/1645 dated 14.03.2023(enclosed) was sent by this Directorate seeking scratches/creative inputs from officers and officials posted in Field Formations, Directorates and attached Offices of CBDT for the creation of Departmental Slogan/Tagline/Jingles and Song which would become an integral part of the publicity and outreach activities of the Department, the Departmental Song would be used for all internal functions/gatherings and events.

3. The parameters, pre-requisites and process for the calling of creative inputs, selection and finalization of the same was mentioned in detail in the letter dated 14.03.2023.

4. Sufficient entries have not been received in any category so far. It is therefore requested to encourage all officers & officials in your region to send inputs for creation of Departmental Slogan/Tagline/Jingles and Song. You are also requested to kindly send all entries received at the e-mail address itdcreativeselection2023@gmail.com through proper channel.

Yours faithfully,

Naina Soin
12/04/2023
(Naina Soin Kapil)
ADG (PR, P&P), CBDT

Copy for information to-

- i. PS to Chairman, CBDT
- ii. PS to Member(TPS), CBDT
- iii. IRS Association, ITGOA, ITEF

Naina Soin
ADG (PR,P&P), CBDT

Encl: Letter dated 14.03.2023



DLCA/Minis,



2 Chaitanya



सत्यमेव जयते

आयकर निदेशालय
(जन सम्पर्क, प्रकाशन व प्रचार)
छठी मंजिल, मयूर भवन, कर्नाट सर्कस,
नई दिल्ली - 110001
फोन : 011-23411267

नैना सोई कपिल, भा.रा.से.
अपर आयकर महानिदेशक (ज.सं., प्र. व प्र.), के.प्र.क.बो.
NAINA SOIN KAPIL, IRS
Addl. Director General (PR, P&P), CBDT

DIRECTORATE OF INCOME TAX
(Public Relations, Publications & Publicity)
Room No. 607, 6th Floor, Mayur Bhawan
Connaught Circus, New Delhi - 110001
Ph : 011-23411267

Pub-I (91)/PR, P&P/2022-23/1645

Dated 14.03.2023

To,
The Pr.CCsIT, All regions
Pr.DGsIT/ DGsIT of all Directorates
JSs/CsIT in CBDT

Respected Madam / Sir

Subject: Slogan, Jingle and Song of the Income Tax Department – Calling for creative scratches/options from field formations, Directorates of CBDT and various attached offices of CBDT – reg.

Kind reference is invited to the subject.

2. The Directorate of PR, P&P undertakes various campaigns in mediums like print, radio and TV to spread awareness among taxpayers. The slogan that is often used in print, TV, radio advertisements and other published material of the Department is “प्रत्येक आयकरदाता एक राष्ट्र निर्माता”. The TVCs and radio advertisements of the Department use different energetic and engaging sound tracks in the background. However, the presence of a well-established slogan/tagline and jingle /signature tune in TVCs/Radio will trigger an auditory memory in listeners. The presence of the jingle adds a recall value to the advertisements and will serve to boost brand recognition.

Also, presently, during official gatherings and ceremonial events, rendition of prayer takes place at the beginning of the event to formally initiate the proceedings. The presence of a department song would give a sense of purpose to official gatherings and would also serve as a reminder of the role of the Department and its officials. It would help consolidate the community feeling in the Income Tax family of belonging to one group working for one purpose.

3. In this background, the Directorate of PR, P&P seeks scratches/creative inputs from officers and officials posted in field formations, Directorates of CBDT for the creation of,

- a Departmental Slogan/Tagline,
- a Departmental Jingle, and
- a Departmental Song

While Departmental Slogan/Tagline and the Departmental Jingle would become an integral part of the publicity and outreach activities of the Department, the Departmental Song would be used for all internal functions/gatherings and events.



4. The parameters, pre-requisites and process for the calling of creative inputs, selection and finalization of the same are as follows:

- a. All officers and officials of the Income Tax Department would be allowed to submit a maximum of 1 creative / submission each under of the 3 categories i.e. a maximum of 1 slogan, 1 jingle/signature tune and 1 song (lyrics, preferably composed.)
- b. No royalty/money/fees/composition charges/contribution cost/commission or any monetary or non-monetary compensation of any kind shall be given to the officer/official whose creative would be finally selected. The selection of the slogan/jingle/song would however be acknowledged by a letter from the Directorate General (Admn. & TPS).
- c. All submissions received for this purpose should be routed through the respective Pr.CCIT of that region and should contain the details of the officer/official concerned in the following format,
 - a. Name:
 - b. Designation:
 - c. Region:
 - d. Employee Code:
 - e. Phone Number:
 - f. Email ID:
- d. The copyright/trademark of the selected creative and ownership of the same would vest with the Income Tax Department, so, the usage of the same by the creator would not be allowed anywhere.
- e. The officer/official concerned will submit a No Objection Certificate certifying that he/she has no objection to the use of the slogan/jingle/song by the Income Tax Department.
- f. The officer/official will also certify that it is an original composition which has emanated from the creativity of the officer/official concerned.
- g. The proposed timeline for the selection would be as follows,

Stage of selection	Date
Last date for submission of creative in the O/o JDIT(Admin), Directorate of PR, P&P as at Para 5 of this letter.	10 th May 2023
Shortlisting of entries by Committee	10 th June 2023
Selection of Official Jingle, Song and Slogan/Tagline by CBDT	25 th June 2023

- h. The timeline mentioned above would not be extended under normal circumstances and shall be strictly adhered to.
- i. The proposed requirements for the creatives to be submitted are as follows:

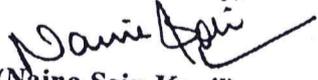


Sl. No.	Creative Type	Pre-requisites/Requirements
1	Song	Duration – Maximum 120 seconds Form of submission – One of the following, <ul style="list-style-type: none"> • Only Script/Lyrics or • Script with Composition (lyrics, preferably composed.) Language – Hindi/English
2	Jingle/signature tune	Duration – Maximum 15 seconds Instruments – Any (preferably Indian)
3	Slogan/Tagline	Length – Maximum 10 words Language – Hindi/English

5. It is requested that all entries should be received at the e-mail address indcreativeselection2023@gmail.com through proper channel. In case, officers and officials wish to submit physical copies of slogan/jingle/song, they may send it by post to the office of JDIT(Admin), O/o ADG(PR, P&P), Mayur Bhawan, New Delhi through proper channel. Officers/officials may send advance copy of their submissions at the aforementioned email indcreativeselection2023@gmail.com with all details as mentioned in Para 4(c). The submissions received in advance will however be considered for further processing after receipt of submission through proper channel in this office.

6. This issues with the approval of Chairman, CBDT

Yours faithfully,


(Naina Soin Kapil)
ADG (PR, P&P), CBDT

Copy for information to-

- PS to Chairman, CBDT
- PS to Member(TPS), CBDT
- IRS Association, ITGOA, ITEF


ADG (PR, P&P), CBDT