



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:

- a. 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).
- 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 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.

- 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 usage 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	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

Encl: as above.