



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:15.06.2023

CIRCULAR

Sub: Extending the timeline for English Slogans/ Taglines only till 20th June, 2023- Reg.

Ref: 1.DIT(PR, P&P), New Delhi's letter in F.No.Pub-1(91)/PR,P&P/2022-23/280 dated 13.06.2023

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, the Directorate after conducting the meeting of Evaluation Committee has recommended that the entries for English Slogan/Taglines received from field formations, Directorates and other attached offices of CBDT were insufficient and not found up to the mark, therefore, extended the time line to submit fresh entries only for English slogans/taglines till 20th June, 2023.

3. 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 19th June, 2023 for onward transmission to O/o DIT(PR,P&P), New Delhi.

Yours faithfully,


(THAMBA MAHENDRA)

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

Encl: As above



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.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

F. No Pub.-1(91)/PR,P&P/2022-23/ 280

Date: 13.06.2023

To,

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

Subject- Extending the timeline for English slogans/ taglines only till 20th June, - reg.

Kind reference to the letter dated 14.03.2023 and reminder letter dated 12.04.2023

2. In this regard, letter dated 14.03.2023 and 12.04.2023 were sent by this Directorate seeking scratches/creative inputs from officers & officials posted in field formations, Directorates and other attached offices of CBDT for creation of Departmental Slogan/Tagline, Jingles/signature Tune and Song which would become an integral part of the publicity and outreach activities of the Department.

3. The last date to submit the entries was 10th May, 2023. A meeting of the Evaluation Committee was conducted wherein the Committee has recommended that as the entries for English slogans/ taglines received from the field formations, Directorates and other attached offices of CBDT were insufficient and not found up to the mark, therefore time till **20th June, 2023** may be provided to them to submit fresh entries only for English slogans/taglines.

4. In view of the above, it is therefore requested to encourage all officers & officials in your region to send inputs for creation of English slogans/taglines by or before **20th June, 2023**. You are also requested to kindly send all entries at the email address itdcreativeselection2023@gmail.com through proper channel.

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





सत्यमेव जयते

आयकर निदेशालय

(जन सम्पर्क, प्रकाशन व प्रचार)

DIRECTORATE OF INCOME TAX

(Public Relations, Publications & Publicity)

छठी मंजिल, मयूर भवन, कनॉट सर्कस, नई दिल्ली - 110001

6th Floor, Mayur Bhawan Connaught Circus, New Delhi - 110001

फा.सं. प्रचार-1(91)/पीआर, पी एण्ड पी/2022-23/87-122 दिनांक 13.06.2023

सेवा में,

सभी प्रधान मुख्य आयकर आयुक्त

सभी प्रधान आयकर महानिदेशक/ आयकर महानिदेशक

सभी संयुक्त सचिव/ आयकर आयुक्त, सीबीडीटी

विषय. अंग्रेजी नारों/टैगलाइनों के लिए समय-सीमा को केवल 20 जून तक बढ़ाने के संबंध में।

आदरणीय महोदया/महोदय

उपर्युक्त विषय के संबंध में इस पत्र के साथ दिनांक 13.06.2023 का पत्र/मूल पत्र फा.सं. प्रचार-1(91)/पीआर, पी एण्ड पी/2022-23/280 संलग्न करके सूचना एवं आवश्यक कार्रवाई हेतु आपको प्रेषित किया जा रहा है।

धन्यवाद सहित ।

संलग्न - यथोपरि।

भवदीया,

संजुला हल्दर
13/06/2023
(संजुला हल्दर)

उप-आयकर निदेशक (प्रचार)-II
आयकर निदेशालय (ज.सं., प्र. व प्र.)
नई दिल्ली ।