

## **Digi Dhan Mela - TRIPURA**

As per the direction of NITI Ayaog, the State Government is going to organize **Digi-Dhan Mela** on **February 21, 2017** at Khsudiram English Medium School Ground, Opp. to Old Central Jail, Banamalipur, Agartala. The objective of DigiDhan Mela is to encourage, guide and engage the citizens, customers and merchants to increasingly shift towards cashless payment modes across the state. To encourage adoption of digital payments by local residents, this event will have a daylong Digi-DhanMela where the local residents can interact with banks and other stakeholders, get apps downloaded and learn how to use digital transactions.

### **Digi-Dhan Mela Contest**

Keeping in line with spirit of the event, the Government of Tripura is organizing a contest to encourage local community participations in the overall initiatives on Digital Payments in the following Categories :-

#### **Theme of the contest: - Digital Payments/Cashless**

- 1. Digital Poster**
- 2. Slogan**
- 3. Audio Jingle**

1. Digital Poster:- The Digital Poster contest on Digital payments carries prizes in the following categories.

- a. 1<sup>st</sup> Prize Rs. 8000/-
- b. 2<sup>nd</sup> Prize Rs. 5000/-
- c. 3<sup>rd</sup> Prize Rs. 3000/-

The Digital poster should be made digitally and should be produced in original format A2 size (Photoshop/Coral/GIMP) and JPEG format (Resolution 4961px \* 7601px) and maximum size 1MB only. The Digital Poster should be the own creation of the Participant.

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

- a. 1<sup>st</sup> Prize Rs. 2000/-
- b. 2<sup>nd</sup> Prize Rs. 1000/-
- c. 3<sup>rd</sup> Prize Rs. 500/-

Maximum word limit for the slogan is 35 Character and slogan to be in official Language of the state. Slogan should be own creation of the Participant.

3. Audio Jingle :- The audio jingle contest on Digital Payments carries prizes in the following categories.

- a. 1<sup>st</sup> Prize Rs. 8000/-
- b. 2<sup>nd</sup> Prize Rs. 5000/-
- c. 3<sup>rd</sup> Prize Rs. 3000/-

The audio jingle should be maximum duration of two (2) minutes and should be produced in MP3 format(size maximum 2MB) and to be in Official language of the state and should be the own creation of the participant.

Interested Citizens may participate through online at : [www.dit.tripura.gov.in](http://www.dit.tripura.gov.in) or [www.tripura.gov.in](http://www.tripura.gov.in) or send through e-mail at: [cscspm.tr@gmail.com](mailto:cscspm.tr@gmail.com)

Last date for submission: **February 20, 2017**