

Contest for National Postal Week

IDEA BOX CONTEST

OUR AIM:

One IPPB Bank account in every household by 2020

SHARE YOUR IDEAS AND HELP US ACHIEVE IT!



We ask for your support and your ideas by participating in the **Idea Box Contest**.

National Postal Week: 9th - 15th Oct, 2017

Rules:

- 1) The contest starts on 9th October, 2017 and last date for submission is 15th October, 2017.
- 2) The Participants are required to bring forth the ideas through posters/slogans briefly suggesting how the vision can be achieved
 - a) The Poster/Slogan has no word limit but should be put on an A4 size paper.
 - b) Language should be English or Hindi.
- 3) Each Circle will invite ideas from the following groups (the Postal Staff College & Postal Training Centers will compete in the respective Circles they are located):
 - a) Group A
 - b) Group B
 - c) Group C (including MTS)
 - d) All GDSs
- 4) Dak Bhawan (Directorate at New Delhi) will participate as a separate circle.
- 5) Only one entry allowed per contestant.
- 6) All entries to be submitted to the Office of the CPMG in their respective Postal Circles in an envelope super-scribed **IDEA BOX – Group “<your group name>”**.
- 7) All entries should carry the following details:
 - a) Group Name
 - b) Name of person
 - c) ID Number/Aadhar Number (in case of GDS)
 - d) Address (including BO/SO/HO/DO/CO etc.)
 - e) Mobile Number
- 8) All National Entries to reach: CSMO, India Post Payments Bank, 2nd Floor, Speed Post Centre, Market Road, New Delhi – 110001 before 25th November, 2017
- 9) Date of Declaration of result at Circle Level is 15th November, 2017
- 10) Date of Declaration of result at National Level is 15th December, 2017
- 11) The Decision of the IPPB in all cases shall be final and binding

Topics:

- Products & services like Savings Account/Current Account/DBT/Remittances (Domestic and Foreign)/Bill Payments/Utility Payments/Department of Post Products/Merchant Payments/Third Party products like Loans/Gold Bonds/Life and Non-Life Insurance/Health Insurance/Critical Illness/Mutual Funds
- Branch Network
- Channels like: Doorstep Banking, Mobile Application, Internet Banking, ATM, Kiosk, Branch Banking, IVR Call Center/SMS Banking
- Human Resources
- Technology
- Marketing and Sales
- Customer Care
- Target Groups like: Rural/Semi Urban/Urban/Students/Housewives/Farmers/Small Business Owners/Blue Collar Workers/White Collar Workers/Migrant Labourers

Selection and Awards:

- All ideas will be evaluated on the basis of creativity and innovation. The presentation of the same should be easily comprehensible & understandable.
- The Circle Office of DOP will hold the **Idea Box Competition** within the respective circles and select the Best Ideas in each group.
- The **Best Idea in Each Group** will be declared the winner at Circle Level and will get a **Cash Award of ₹ 3000/- and a Certificate**. These entries will also qualify for the National Level in their respective categories.
- Each Circle will send their Best Ideas for National Level evaluation.
- The panel at Delhi will evaluate from among the Circle Level entries in each Group and award the best entry of each group at the National Level.
- The **National Winner** will get a **Cash Award of ₹ 5000/-, a Certificate and a Trophy**.

Disclaimer:

The contest terms can be changed/alterd/contest may be withdrawn at any point if so desired by the IPPB/Postal directorate at any point without assigning any reason and shall be acceptable to all participants.

Gursharan Rai Bansal

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For more details please visit www.indiapost.gov.in