

UIDAI Invites India's Creative Minds to Design Aadhaar's Mascot – Prize Pool up to 1 Lakh! Applications open till 31st October 2025

The Mascot to serve as UIDAI's visual ambassador, embodying Aadhaar's spirit of service, security and accessibility across all age groups as well as core values of trust, inclusivity, empowerment, and digital innovation

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The Unique Identification Authority of India (UIDAI) has rolled out a nationwide Mascot Design Contest on the MyGov platform, inviting residents to design an official mascot of UIDAI. The competition, open till 31st October 2025, aims to create a unique and memorable mascot that reflects Aadhaar's core values of trust, inclusivity, empowerment, and digital innovation.

The mascot will serve as the visual ambassador of UIDAI, make its communication more relatable and engaging across all age groups. It will embody Aadhaar's spirit of service, security, and accessibility, while helping simplify communication about Aadhaar.

Entries are open to all Indian citizens — individuals as well as teams — who can submit their designs exclusively through the MyGov contest page. Each participant can send one original mascot design, along with a brief concept note and the mascot's name. The submissions will be evaluated on creativity, originality, aesthetic appeal, and alignment with UIDAI's values.

Attractive prizes await the winners: Rs. 50,000 for the first prize, followed by ₹30,000 and ₹20,000 for the second and third prizes respectively, along with certificates of recognition. Additionally, top entries for the mascot name will also be rewarded. UIDAI encourages the public to bring their creativity to life and contribute to Aadhaar's journey of inclusion and empowerment.

For detailed guidelines and participation, one may visit <https://innovateindia.mygov.in/uidai-mascot-competition/>.

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