



Department of Posts launches Mascot Design Contest on Innovate India MyGov Platform

Citizens invited to design the official mascot of India Post to reflect its values of trust, service and digital innovation; total prize money worth 2 Lakhs to be won

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The Department of Posts, Ministry of Communications, has launched the **India Post Mascot Design Contest** on the Innovate India MyGov platform, inviting citizens across the country to design the official mascot of India Post. The initiative aims to create a distinctive brand ambassador that reflects the organisation's core values of trust, reliability, inclusivity, service and digital innovation.

The contest is open to all Indian citizens. Participants are required to submit one original mascot design, a suitable mascot name, and a brief concept note through the MyGov platform. The contest will remain open from **15 July to 15 August 2026**.

To encourage creative participation, the Department has announced cash prizes of ₹75,000, ₹50,000 and ₹25,000 for the top three mascot designs. Separate cash prizes of ₹25,000, ₹15,000 and ₹10,000 will also be awarded for the top three mascot names. All winners will receive certificates. The prizes for mascot design and mascot naming are independent and exclusive of each other.

The selected mascot will become the official brand ambassador of India Post and will be featured across promotional campaigns, philatelic products, public awareness initiatives, exhibitions, social media platforms and other official communication.

The Department has urged students, designers, artists and creative professionals from across the country to participate and contribute to shaping the future visual identity of India Post.

For complete details, including the contest guidelines, terms and conditions, and to submit entries, participants may visit:

<https://innovateindia.mygov.in/mascot-design-contest-for-india-post/>

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QR Code

for Link:



Great mascots become legends. Now it's your turn to create the next one.

Design the official mascot of India Post and create a character that represents one of India's oldest and most trusted institutions. Whether you're an artist, designer, student or simply someone with a... pic.twitter.com/XYPTMjK1ga

— India Post (@IndiaPostOffice) July 15, 2026

AMK/ ARJ

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