



Media Coverage-1

UIDAI Invites India's Creative Minds to Design Aadhaar's Mascot – Prize Pool up to ₹1 Lakh!



UIDAI Invites Citizens To Design Official Aadhaar Mascot; Prize Pool Up To ₹1 Lakh

The Unique Identification Authority of India (UIDAI) has launched a nationwide Mascot Design Contest, inviting citizens to create an official mascot for Aadhaar. The contest, hosted on the MyGov platform, is open until 31st October 2025.

The mascot will act as UIDAI's visual ambassador, representing Aadhaar's values of trust, inclusivity, empowerment, and digital innovation. It will make Aadhaar's communication more engaging and relatable across all age groups, while reflecting the spirit of service, security, and accessibility.

The competition is open to all Indian citizens, individually or in teams. Participants can submit one original design, along with a concept note and mascot name, exclusively through the MyGov contest page. Entries will be judged on creativity, originality, aesthetic appeal, and alignment with UIDAI's values.



UIDAI के खास कॉन्टेस्ट में मिल रहा अच्छा खासा इनाम जीतने का मौका, बस करना होगा ये काम, जानिए पूरी डिटेल

UIDAI ने पूरे देश में 'मास्कॉट डिजाइन कॉन्टेस्ट' शुरू किया है. इस कॉन्टेस्ट में भारत के लोगों को आधार का आधिकारिक मास्कॉट बनाने का मौका दिया जा रहा है. यह प्रतियोगिता सरकार के MyGov प्लेटफॉर्म पर आयोजित की जा रही है और इसमें भाग लेने की आखिरी तारीख 31 अक्टूबर 2025 है.

भारतीय विशिष्ट पहचान प्राधिकरण (UIDAI) ने पूरे देश में 'मास्कॉट डिजाइन कॉन्टेस्ट' शुरू किया है. इस कॉन्टेस्ट में भारत के लोगों को आधार का आधिकारिक मास्कॉट बनाने का मौका दिया जा रहा है। यह प्रतियोगिता सरकार के MyGov प्लेटफॉर्म पर आयोजित की जा रही है और इसमें भाग लेने की आखिरी तारीख 31 अक्टूबर 2025 है. इस कॉन्टेस्ट का प्राइज पूल 1 लाख रुपये रखा गया है. मतलब पहले स्थान पर आने वाले विजेताओं को 50,000 रुपये, दूसरे पर आने वाले को 30,000 और तीसरे स्थान वालों को 20,000 रुपये दिए जाएंगे. आइए इस कॉन्टेस्ट के बारे में आपको डिटेल में जानकारी देते हैं.



UIDAI Invites Creative Minds To Design Aadhaar Mascot, Prize Up To ₹1 Lakh

The Unique Identification Authority of India (UIDAI) has invited Country's creative minds to design Aadhaar's Mascot. In a statement, the Ministry of Electronics and IT said that applications for the contest will be open on the MyGov portal till the 31st of this month, with a prize pool of up to 1 lakh rupees along with a certificate. The Ministry further said that the mascot will serve as the visual ambassador of UIDAI, make its communication more relatable and engaging across all age groups. It added that this contest aims to create a unique and memorable mascot that reflects Aadhaar's core values of trust, inclusivity, empowerment, and digital innovation.



UIDAI launches SITAA to strengthen India's ID Tech ecosystem

The Unique Identification Authority of India on Friday launched the Scheme for Innovation and Technology Association with Aadhaar (SITAA) to foster innovation and collaboration in the digital identity domain.

The scheme is a collaboration among startups, academia, and industry in the digital identity sector to strengthen India's ID tech ecosystem. The applications for the pilot programme of SITAA will remain open until November 15, an official statement said.



Design Aadhaar's Official Mascot And Win Rs 1 Lakh, UIDAI Launches National Contest

This mascot will be the visual ambassador of UIDAI, helping make its communication more relatable and engaging to all age groups.

The Unique Identification Authority of India (UIDAI) has launched a nationwide Mascot Design Contest inviting Indian citizens to create the official Aadhaar mascot. Hosted on the government's MyGov platform, the contest is open until October 31, 2025, and offers prize money of up to Rs 1 lakh for winning entries.



UIDAI launches contest to design Aadhaar's official mascot, ₹1 lakh prize pool announced

New Delhi: India's Aadhaar agency is looking for a face to represent its digital identity mission. The Unique Identification Authority of India (UIDAI) has launched a nationwide Mascot Design Contest, inviting creative minds to design an official Aadhaar mascot that will serve as its "visual ambassador." The competition is live on the MyGov platform and open till October 31, 2025.



Media Coverage-2

UIDAI Invites India's Creative Minds to Design Aadhaar's Mascot – Prize Pool up to ₹1 Lakh!

IBT

Prize Pool Up To Rs 1 Lakh For Designing Aadhaar's Mascot; Contest Open Till October 31

The UIDAI launched a nationwide Mascot Design Contest on the MyGov platform, inviting residents to design Aadhaar's official mascot. The competition is open till October 31, an official said on Friday.

Through the contest, the Unique Identification Authority of India (UIDAI) aims to create a unique and memorable mascot that reflects Aadhaar's core values of trust, inclusivity, empowerment, and digital innovation.

SAKSHI POST

Prize pool up to Rs 1 lakh for designing Aadhaar's mascot; contest open till October 31

New Delhi, Oct 17 (IANS) The UIDAI launched a nationwide Mascot Design Contest on the MyGov platform, inviting residents to design Aadhaar's official mascot. The competition is open till October 31, an official said on Friday.

Through the contest, the Unique Identification Authority of India (UIDAI) aims to create a unique and memorable mascot that reflects Aadhaar's core values of trust, inclusivity, empowerment, and digital innovation.

mathrubhumi.com

Total prize money ₹1 lakh: Design Aadhaar's official mascot and win big – know eligibility, process and more

New Delhi: The Unique Identification Authority of India (UIDAI) has launched a nationwide Mascot Design Contest on the MyGov platform, calling on residents to create an official mascot for Aadhaar. Open until 31st October 2025, the contest seeks a mascot that reflects Aadhaar's values of trust, inclusivity, empowerment, and digital innovation.

The mascot will act as UIDAI's visual ambassador, making Aadhaar more relatable and engaging for everyone. It will showcase Aadhaar's spirit of service, security, and accessibility, while helping simplify communication about the digital identity programme.



Aadhaar Official Mascot :

आधार के डिजाइन करने १ लाख टका पुरस्कार, प्रतियोगिता शुरू, कीभावे करबेन आवेदन ?

UIDAI News Update : एवार आधार के मास्कट डिजाइन (Aadhaar Official Mascot) करले आपनिओ जितते पारने १ लाख टका पुरस्कार। सम्प्रति आधार के अफिशियल मास्कट डिजाइन प्रतियोगिता शुरू करेले ईडनिक आईडेन्टिफिकेशन अथरिटी अफ इंडिया (UIDAI)।

कत तारीख पर्यंत चलेबे एई प्रतियोगिता

UIDAI देशव्यापी मास्कट डिजाइन प्रतियोगिता शुरू करेले। येथाने भारतीय नागरिक के अफिशियल आधार मास्कट तैरि के जन्य आमंत्रण जानानो हवे। सरकार के MyGov प्लेटफॉर्म आओजित एई प्रतियोगिता ०१ अक्टूबर, २०२५ पर्यंत चलेबे। प्रतियोगिता शुरू बिजनी के जन्य १ लाख टका पर्यंत पुरस्कार देओया हवे

INTENSE THOUGHT, FEARLESS VOICE
DESH SEWAK

Prize pool up to Rs 1 lakh for designing Aadhaar's mascot; contest open till October 31

New Delhi, Oct 17

The UIDAI launched a nationwide Mascot Design Contest on the MyGov platform, inviting residents to design Aadhaar's official mascot. The competition is open till October 31, an official said on Friday.

Attractive prizes await the winners: Rs 50,000 for the first prize, followed by Rs 30,000 and Rs 20,000 for the second and third prizes respectively, along with certificates of recognition.

TIMES NOW
नवभारत

Aadhaar Mascot Competition में 31 अक्टूबर तक भेजें अपनी एंट्री और जीतें रोमांचक इनाम, जानें कैसे लें भाग

Aadhaar Mascot Competition : भारत सरकार के इलेक्ट्रॉनिक्स और सूचना प्रौद्योगिकी मंत्रालय के अंतर्गत भारतीय विशिष्ट पहचान प्राधिकरण (UIDAI) आम जनता को MyGov प्लेटफॉर्म के जरिए आधार शुभंकर (Mascot) डिजाइन प्रतियोगिता में भाग लेने के लिए आमंत्रित करता है। यह शुभंकर UIDAI का दृश्य प्रतिनिधि होगा, जो उसके विश्वास, सशक्तिकरण, समावेशिता और डिजिटल इनोवेशन के मूल्यों का प्रतीक बनेगा।



Media Coverage-3

UIDAI Invites India's Creative Minds to Design Aadhaar's Mascot – Prize Pool up to ₹1 Lakh!

Nagaland
TRIBUNE

Prize pool up to Rs 1 lakh for designing Aadhaar's mascot; contest open till October 31

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Through the contest, the Unique Identification Authority of India (UIDAI) aims to create a unique and memorable mascot that reflects Aadhaar's core values of trust, inclusivity, empowerment, and digital innovation.

ఈనాడు

Aadhaar: 'ఆధార్ మస్కట్' రూపొందించండి.. రూ.లక్ష వరకు గెలుచుకోండి!

ఇంటర్నెట్ డెస్క్: ఆధార్ మస్కట్ (Aadhaar)ను రూపొందించేందుకు భారత విశిష్ట గుర్తింపు ప్రాధికార సంస్థ (UIDAI) దేశవ్యాప్త పోటీ నిర్వహిస్తోంది. కేంద్ర ప్రభుత్వ ఆన్‌లైన్ వేదిక MyGov ద్వారా ఔత్సాహికులను ఈ పోటీకి ఆహ్వానించింది. కొన్ని రోజుల క్రితం మొదలైన ఈ కంటెస్ట్.. అక్టోబర్ 31 వరకు అందుబాటులో ఉంటుందని తాజా ప్రకటనలో పేర్కొంది. ఆధార్ ప్రధాన విలువలైన విశ్వాసం, సమగ్రత, సాధికారత, డిజిటల్ అవిష్కరణలు ప్రతిబింబించేలా ప్రత్యేక మస్కట్‌ను (Aadhaar Mascot) రూపొందించేందుకు ఈ కార్యక్రమాన్ని చేపట్టినట్లు తెలిపింది. (Eenadu)

JharkhandStateNews
Bridging Digital Divide

UIDAI Invites India's Creative Minds to Design Aadhaar's Mascot

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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.

●RISSADIARY

UIDAI Invites India's Creative Minds to Design Aadhaar's Mascot - Prize Pool up to ₹1 of Lakh!

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Morning India

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

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Attractive prizes await the winners: Rs. 50,000 for the first prize, followed by Rs 30,000 and Rs 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.

এই সময়

বানাতে হবে Aadhaar ম্যাসকট, জিতলেই পুরস্কার ১ লক্ষ টাকা

প্রতিযোগিতায় জিতলেই রয়েছে পুরস্কার। ছোটখাটো কিছু নয়, জিততে পারেন ১ লক্ষ টাকা পর্যন্ত। সারা দেশে এমনই একটি প্রতিযোগিতার আয়োজন করেছে ইউনিক আইডেন্টিফিকেশন অথরিটি অফ ইন্ডিয়া (UIDAI)। আধারের জন্য ম্যাসকট তৈরির ডাক দেওয়া হয়েছে। এই প্রতিযোগিতায় যোগ দিতে পারবেন ভারতের নাগরিকরা। কেন্দ্রীয় সরকারের MyGov প্ল্যাটফর্মে এই প্রতিযোগিতার আয়োজন হচ্ছে। ৩১ অক্টোবর পর্যন্ত চলবে এই প্রতিযোগিতা।

ম্যাসকটের খোঁজে:

Aadhaar-এর জন্য ম্যাসকট খুঁজছে UIDAI, আধারের মূল বিষয় থাকতে হবে তাতে। UIDAI জানাচ্ছে, আধারের মূল বিষয়গুলি যেন ম্যাসকটে প্রতিফলিত হয়, সেটা বলা হয়েছে। দেশের সব স্তরে এবং সব বয়সের নাগরিকদের কাছে যাতে সহজে পৌঁছানো যায়, সেটাই মাথায় রেখে ম্যাসকট খোঁজা হচ্ছে। (Ei Samay)

(The list is not exhaustive. Only headline & small part is used for visual clarity)

17/10/2025