

1st prize Rs. 25K, 2nd Rs. 15K
MMRDA invites citizens to design
Brand Name, Logo and Smart Card

Mumbai, January 3, 2018 – The Mumbai Metropolitan Region Development Authority (MMRDA) has decided to involve citizens to design their own smart card that will enable them to travel throughout the city through different modes with the help of a single card, as it launched a competition to design Brand Name, Logo and the Smart Card for the much awaited Integrated Ticketing System (ITS) in Mumbai. The selected brand name, logo and design will become the symbol of transportation and integrated ticketing system in the city.

The Competition will be held in three categories – Brand Name, Logo and Smart Card – separately. The winner of each category will run away with the Rs. 25,000/- cheque each and the runner-up with the Rs. 15,000/- cheque each.

The last date for online submission is January 21, 2018 up to 11.59 pm.

For more details, visit <https://www.mygov.in/task/name-logo-and-design-contest-integrated-ticketing-system-its-mumbai/>.