

OFFICE OF THE COMPTROLLER AND AUDITOR GENERAL OF INDIA

CAG 101

Innovation Ideas Initiative

Communication and Branding Plan

Internal IA&AD Initiative

Communication Objective

The communication strategy will focus on creating **clear internal awareness across IA&AD, encouraging submissions from all offices**, and sustaining engagement through each stage of the initiative — from launch and submission to mentoring, evaluation, showcase and institutional onboarding.

The initiative is internal to the department. Branding will therefore remain dignified, minimal and institutionally appropriate. The aim is effective internal communication so that officers and officials across offices understand:

- What is CAG 101?
- Who can participate?
- What kind of ideas can be submitted?
- How the submission and evaluation process will work?
- Why participation matters for the future of IA&AD?

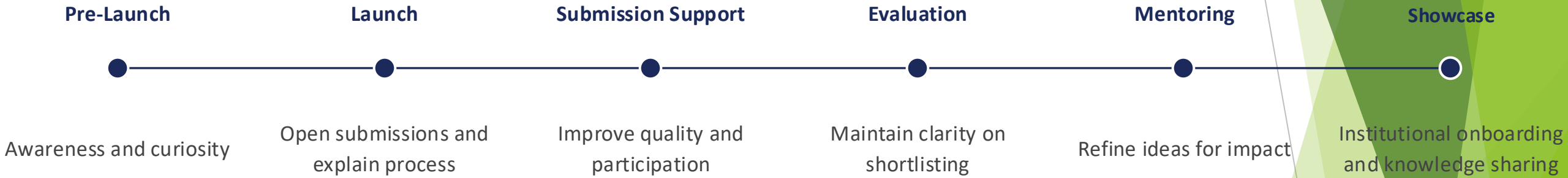
Communication Strategy

A simple multi-channel internal communication model

Channel / Component	Communication approach
A. Official Communication	Formal emails to all field offices explaining the initiative, timelines, thematic areas, submission process, evaluation criteria and outcomes. Reminder emails at each key stage.
B. Visual Poster Campaign (through DAG Admins)	Clean posters circulated through DAG Admins for display at reception areas, notice boards, training halls and common office spaces. Central line: “CAG 101: Ideas to Impact.”
C. Digital Display Videos	Two to three short (~30 second) videos for display screens in CAG/AG offices and training institutions, showing the journey of an idea from submission to showcase.
D. Portal and Intranet Communication	The CAG 101 portal as the central point for the concept note, submission form, FAQs, timelines, video explainers, poster creatives and updates.
E. Webinars and Orientation Sessions	Short orientation sessions for offices and formations, and separate interactions with DAG Admins / nodal officers to support dissemination.
F. Leadership Message	A short leadership message at launch to give institutional weight – innovation may come from any office, wing or level.

Communication Flow at a Glance

Central line: "CAG 101: Ideas to Impact"





SUPREME AUDIT INSTITUTION OF INDIA
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Dedicated to Truth in Public Interest

INNOVATION HAS A NEW ADDRESS

Every office encounters unique challenges.
Every challenge presents an opportunity for improvement.

CAG 101 invites officers and officials across IA&AD to share **innovative, practical and scalable ideas** that can contribute to stronger systems and greater institutional impact.



Launch & Outreach Phase:
30th June – 15th July 2026



Submission Window:
16th July – 12th August 2026

YOUR INNOVATION. YOUR CONTRIBUTION. YOUR LEGACY.



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101 IDEAS ONE VISION INFINITE POSSIBILITIES

The CAG 101 Innovation Ideas Initiative invites IA&AD officials to transform challenges into opportunities through innovative, scalable, and impactful solutions.



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Be part of a flagship platform that turns ideas into institutional impact and drives the future of public sector auditing and governance.

SUBMIT YOUR IDEA | SHAPE THE FUTURE



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101 IDEAS ONE VISION

CAG 101 IS NOW OPEN!

Across IA&AD, innovative solutions are developed every day to address operational challenges and improve outcomes.

CAG 101 offers an opportunity to bring these ideas forward and contribute to institutional transformation.



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YOUR ONE IDEA CAN CREATE AN INSTITUTION-WIDE IMPACT.



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101 IDEAS ONE VISION

FROM IDEAS TO IMPACT

Innovation is not always about creating something new. Sometimes it is about finding a better way of doing things.

CAG 101 seeks practical, scalable and impactful ideas from across IA&AD that can strengthen audit, governance and institutional excellence.



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30th June – 15th July 2026



Submission Window:
16th July – 12th August 2026

YOUR IDEA COULD SHAPE THE FUTURE OF IA&AD.

Content Plan by Phase

Phase I: Pre-Launch Awareness | Phase II: Launch and Opening of Submissions

	Phase I – Pre-Launch Awareness	Phase II – Launch & Opening of Submissions
Purpose	To generate awareness and curiosity before the formal opening of submissions.	To clearly explain what CAG 101 is and invite participation from all offices.
Key Message	“Your office may already have an idea worth scaling across IA&AD.”	“CAG 101 is open for submissions. Share your innovation. Build institutional impact.”
Content to be prepared	Short leadership message; email teaser; portal banner; one 30-second teaser video.	Formal launch email; main launch poster; “What is CAG 101?”, “Who can submit?” and “What can be submitted?” posters; portal walkthrough video; submission guide / FAQ; one-page DAG circulation note.
Channels	Official email, CAG portal/intranet, digital display screens, office posters through DAG Admins, internal communication groups.	Official email to all offices, circulation through DAG Admins, portal/intranet banner, notice boards, digital display screens, orientation webinar.

Content Plan by Phase

Phase III: Submission Support and Participation Push

Purpose: To help officers understand the submission form and encourage high-quality entries.

Key Message: *“Submit a clear problem, a workable solution with measurable impact.”*

Content to be prepared

- “How to submit” poster
- Four thematic areas poster
- What makes a good submission? poster
- Common mistakes to avoid poster
- Sample good submission note
- Short video explaining the submission form
- Reminder email series

Channels: Email, portal updates, office posters, internal groups, VC/orientation sessions, display screens.

Content Plan by Phase

Phase IV–VI: Evaluation and Top 101 Communication

Purpose: To maintain engagement after submissions close and communicate the next stage clearly.

Key Message: *“Shortlisted ideas will now move from proposal to refinement.”*

Content to be prepared

- “Round-I Evaluation Underway” update
- “Top 101 Ideas Shortlisted” communication template
- Mentor allocation communication
- Shortlisted team guidance note
- Presentation / prototype preparation template
- Poster on evaluation criteria

Channels: Official email to shortlisted teams and offices, portal update, communication through concerned offices, DAG Admins and mentors, Audit Diwas platform, CAG/AG office display screens, internal knowledge-sharing platforms.

Role of DAG Admins

Deputy Accountants General (Administration) supporting office-level dissemination

1. Displaying posters at prominent office locations.
2. Circulating official emails and reminders within the office.
3. Coordinating with local training / administration sections for awareness.
4. Encouraging wings and sections to identify existing innovations.
5. Ensuring officers and officials are aware of timelines and submission process.
6. Sharing the portal link / QR code through internal office channels.

A short video is being made- this will be displayed at all trainings and meetings where staff are expected to participate

THANK YOU

One idea from your office can become an institutional solution for IA&AD.