



केन्द्रीय विद्यालय संगठन/KENDRIYA VIDYALAYA SANGATHAN
(Min. of HRD, Deptt. of Education, Govt. of India)
18-संस्थागतक्षेत्र/18-Institutional Area
शहीदजीतसिंहमार्ग /Shaheed Jeet Singh Marg
नईदिल्ली-110016 /NEW DELHI - 110016
Tel: 26858566-211, Fax No.26514179
WWW.KVSANGATHAN.NIC.IN
Email Id:- acacadkvs@gmail.com

F. 11029/16/2020/KVS(HQ)/Acad./ Misc.Matters

Date:- 26.02.2021

Deputy Commissioner
Kendriya Vidyalaya Sangathan
All Regional Office

Subject: India@75 Logo Contest -reg

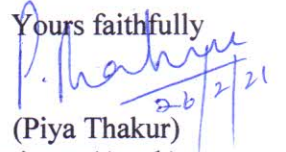
I am to refer to mail dated 26.02.2021 received from Section Officer (Sch-3),DSE & L, Ministry of Education, New Delhi , regarding logo competition on the themes "Bharat Ka Amrut Mahotsav" being organized to commemorate 75 years of Indian Independence. The Logos may be created around the following themes.

- Governance,
- Development,
- Technology,
- Reform,
- Progress & Policy over the years,
- or any other related subjects.

The last date of submission is 28th February, 2021.

The contest, is open to all citizens of India, there are three cash prizes(First Prize-Rs-1 Lakh, Second Prize -Rs-50,000/-, Third Prize Rs-25000/-) for winners.

Hence, it is requested that the information may be disseminated to all Kendriya Vidyalayas under the Region to ensure maximum participation of students in the above competition.

Yours faithfully

(Piya Thakur)

Joint Commissioner (Acad.)

Enclosure- Terms & Condition for participation

Copy to:

1. PS to Commissioner, KVS(HQ), New Delhi for information.
2. PS to Addl. Commissioner, KVS(HQ),New Delhi for information.
3. Section officer(Sch-3), DSE & L , Ministry of Education, Shastri Bhawan, New Delhi for information.

Bharat ka Amrut Mahotsav -Logo designing contest

Terms & Conditions

- i.) The Contest is open to all citizens of India only.
- ii.) The submission of entry is free and no qualifications are prescribed.
- iii.) The participant must upload the soft copy (in .jpg or .png format only) of their Logo design (in A3 Paper Size) on Contest page of MyGov Portal.
- iv.) The theme of the Logo must be around the 75th Anniversary of Indian Independence and the themes as in description.
- v.) The entries will be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and how well the theme is communicated.
- vi.) Each entry to be accompanied by a brief written explanation of the Logo and how best it encapsulates the essence of India's 75th Independence.
- vii.) All entries to be submitted through creative corner section of www.mygov.in. Entries submitted through any other medium/ mode would not be considered for evaluation.
- viii.) All designs submitted will be the intellectual property of MyGov, Ministry of Electronics & Information Technology, Government of India and the winner shall not exercise any right over it. The Department will have unfettered right to modify the prize-winning entry or other entries in any form and shall use them for promotional purposes, Information, Education and Communication materials and also for any other use as may be deemed appropriate.
- ix.) The entry must not contain any provocative, objectionable or inappropriate content.
- x.) One entrant shall submit only one entry. Multiple entries from the same entrant will not be considered and will be rejected.
- xi.) The participant must be the same person who has designed the logo and plagiarism would not be allowed.
- xii.) The logo design must be original and should not violate any provision of the Indian Copyright Act, 1957 or the Intellectual Property Rights of any third party. Anyone found infringing on others' copyright would be disqualified from the competition. Government of India does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
- xiii.) The participant must ensure that his/ her MyGov profile is accurate and updated since the same would be used for further communication. This includes details such as name, photo, complete postal address, email ID and phone number. Entries with incomplete profiles would not be considered and are liable to be rejected.
- xiv.) MyGov reserves the right to decide not to proceed with the contest at any stage. MyGov also reserves the right to cancel or amend all or any part of this Contest and/ or Terms and Conditions/ Technical Parameters/ Evaluation Criteria. However, any changes to the Terms and Conditions/ Technical Parameters/ Evaluation Criteria, or the cancellation of the contest, will be updated/ posted on the MyGov platform. It would be the responsibility of the participant to keep himself/ herself informed of any changes in the Terms and Conditions/ Technical Parameters/ Evaluation Criteria stated for this Contest.

- xv.) The prize money is Rs. 1 lakh (Rupees One lakh) for the best entry and Rs. 50,000/- (Rupees fifty thousand) for the first runner up and Rs 25,000/- (Rupees twenty-five thousand) for the second runner up.
- xvi.) The winners will be notified through email address that he/ she provides along with his/ her submission. The MyGov portal shall also display the name of winner.
- xvii.) Taxes are the sole responsibility of the contestant receiving prize. Prize may be subject to tax reporting and other purposes. Participants shall agree to supply any necessary information to affect the same and to fully cooperate in fulfilling all applicable legal requirements.
- xviii.) All Government employees participating in this competition should have prior permission from their employer to participate in this competition.
- xix.) The responsibility to comply with the guidelines and other conditions lies entirely with the participant(s) and the Government of India shall not be answerable to any dispute raised by a third party.
- xx.) The decision of the selection committee would be final and binding on all the contestants and no clarifications would be issued to any participants on any decision of the selection committee.
- xxi.) Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Delhi State only.
- xxii.) There would be no constraint on Government to adopt the logo that is judged to be best. Also, all rights to modify logos would be with Government.

Technical Criteria

- i.) Logo should be submitted in .jpeg, .png or .pdf format only.
- ii.) Logo should be designed in colour. The designed logo shall be provided in both CYMK and RGB formats. The size of the logo may vary from 5cm*5cm to 60cm*60cm in either portrait or landscape orientation.
- iii.) The Logo should be usable on the website/ social media such as Twitter/ Facebook and on printed materials such as black and white press releases, stationery and signage, labels etc.
- iv.) The Logo should be designed on a digital platform. The winner of the competition shall be required to submit the design in open file format (EPS/ CDR/ PSD). Participants should ensure that original designs are submitted.
- v.) All fonts should be converted to outlines.
- vi.) File should be high resolution – at least 300 pixels per inch at 100% size.
- vii.) File should look clean (not pixelated or bit-mapped) when viewed on screen at 100%.
- viii.) Entries should not be submitted in compressed or self- extracting formats.
- ix.) The logo design should not be imprinted or watermarked.

Selection Process

- i.) All entries received by the stipulated date and found in order, shall be evaluated by a Selection Committee constituted for the purpose. The Committee will shortlist the entries and will decide the winner if an entry is found suitable.
- ii.) Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and how well the theme is communicated.
- iii.) The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants or on any decision of the Selection Committee.
- iv.) There will be one winner, one runner-up and one second runner-up in the competition. Winners shall be required to provide the original open source file of the designed logo.
- v.) Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Delhi State only. Expenses incurred for this purpose will be borne by the parties themselves.
- vi.) MyGov if so decides, reserves the right not to proceed with the competition at any stage.
- vii.) Payment to the winners will be made through electronic mode for which the necessary bank details will be taken after declaration of winner of the contest.