

Logo and Slogan/Tagline contest for International Year of Millets 2023

Terms and Conditions

- ✓ Please note that the Logo and Slogan/Tagline suggested must be original and should not violate any provision of the Indian Copyright Act, 1957.
- ✓ Participants can take part in the contest by registering on MyGov
- ✓ Participants are not mandated to submit both i.e. Logo and Slogan/Tagline and may submit even one of these.
- ✓ Participant is to make sure that his/her MyGov Profile is accurate and updated since the Department, would be using this for further communication. This includes details such as name, e-mail id, photo and mobile number. Entries with incomplete profiles would not be considered
- ✓ Once submitted for competition, copyrights will solely be with the Department of Agriculture & Farmers Welfare.
- ✓ The entry should not have been previously published in any print and digital media.
- ✓ The entry must not contain any provocative, objectionable or inappropriate content.
- ✓ The winners have to share their consent to the use of their names in any publicity carried out by Department of Agriculture & Farmers Welfare, without further compensation
- ✓ The winners will be declared either through email or by way of announcing their names on the MyGov blog page.
- ✓ There will be no notification to participants of entries not selected as winners
- ✓ All entries in each category will be judged based on creativity, originality and composition by Department of Agriculture & Farmers Welfare.
- ✓ Department of Agriculture & Farmers Welfare reserves the right to reject any entry, which it does not feel is suitable or appropriate or which does not conform to any of the conditions listed above
- ✓ All disputes/ legal complaints are subject to jurisdiction of Delhi only. Expenses incurred for this purpose will be borne by the parties themselves.
- ✓ Department of Agriculture & Farmers Welfare reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/ Technical Parameters/ Evaluation Criteria
- ✓ However, any changes to the Terms & Conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, will be updated/ posted on the MyGov platform
- ✓ Entries must be made by the closing date and in the manner set out in the contest terms and conditions. Failure to do so will result in disqualification.
- ✓ Department of Agriculture & Farmers Welfare and MyGov accepts no responsibility for any damage, loss or injury of any kind suffered by any participants in entering the contest, including as a result of any participant winning or not winning any prize
- ✓ Plagiarism of any nature would not be allowed

Technical Criteria

- ✓ The participant should submit a high-resolution (600 dpi) image of logo in JPEG, PNG, BMP, TIFF formats only.
- ✓ Each participant must submit a brief description (maximum 100 words) of the logo along with the image (i.e. Explanation of the logo, symbol, colour etc.)
- ✓ The logo should be distinctive and scalable. It should be useable in large hoardings and small merchandise and should be appropriate for any web device and any kind of print material.
- ✓ The logo can be of multi-colour but should also be reproducible in monochrome.
- ✓ Winner shall be required to provide the original open-source file of the designed logo.
- ✓ The Name and Slogan/Tagline should be usable on the website / mobile app / social media such as Twitter/Facebook/Instagram and on Magazines, Commercial Hoardings / Standees, Brochures, Leaflets and Pamphlets, Souvenirs and other Publicity and Marketing materials.

Prize details:

The Winning entry will be awarded cash/cheque prizes for each category (1st, 2nd and 3rd prize each for Logo and Slogan/Tagline)

| Category | 1 st Prize | 2 nd Prize | 3 rd Prize |
|----------------|-----------------------|-----------------------|-----------------------|
| Logo | 50,000 | 25,000 | 10,000 |
| Slogan/Tagline | 50,000 | 25,000 | 10,000 |