

Logo and Tagline Contest for e-Greetings Evaluation Criteria

- The Competition is open to all Indian Citizens residing within and outside India
- It is **NOT** mandatory for a participant to submit both logo and tagline
- Entries will be judged on creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and how well they communicate the message
- Evaluation would be done on the basis of popularity and factors outlined above by selection committee. Once the entry is submitted on MyGov, other MyGov users can 'like' the entries
- Once an entry is submitted, the person who submitted the entry can share an auto generated Tweet/Post stating that he/she has shared an entry on MyGov
- The logo must not contain any provocative, objectionable or inappropriate content
- The logo designed by the winner will be the intellectual property of the Government of India and the designer cannot exercise any right over it. The winning logo is meant to be used by the Government of India for promotional purpose
- All the entries received by the Department will be placed before a Selection Committee for final selection
- In that case, all the winners will get certificate of appreciation and cash prize
- The disqualified entries shall not be used by the Department for any purpose and the Department shall have no intellectual rights over the same

The decision of the Selection Committee will be final and binding on all the contestants