

## Suggest a new name, acronym and design a logo for Rashtriya Uchchatar Shiksha Abhiyan (RUSA)

### Terms and Conditions

1. The name, acronym and logo (containing pictorials and tag lines) in colour should be submitted by the Central Universities, State Public Universities and Government Colleges as a totality incorporating all three elements.
2. There should be only one entry from an institution. It should be prepared and designed by the students, preferably by a group of students, of an institution.
3. The new name, acronym and logo should capture and reflect the new vision and dynamism, the all India character of RUSA and the participation of States and their partnership with the Government of India in the planning, preparation and implementation of RUSA.
4. The uploaded entry should contain the seal and signature of the Registrar of the university/College principal as the case may be.
5. Individual students or a group of students (10 or less) participating in the event must send their entries to the institution well before **1700 hours of 15th July, 2016** to enable selection by the institution and uploading on MyGov by the time mentioned above.
6. All entries must be submitted to the creative corner section of [www.mygov.in](http://www.mygov.in). Entries submitted through any other medium/ mode would not be considered for evaluation.
7. The award winning name, acronym and logo will be announced on **15th August, 2016**.
8. The award for the winning entry will be a study tour (lectures+ a seminar) to a top rated institution abroad for 10 students+1 teacher from the institution for 12-14 days. As a part of the award, the winning local institution will in turn commit to, and receive and host a group of students from the institution abroad.
9. The winning design of the name, acronym and logo would be the intellectual property of the National Mission Director, Rashtriya Uchchatar Shiksha Abhiyan (RUSA),, Department of Higher Education, Ministry of Human Resource Development, Government of India and the winner cannot exercise any right over it, after acceptance of the prize. The prize winning name, acronym and logo are meant

to be used by Government of India for promotional and display purposes, and for any other use as may be deemed appropriate.

10. The entries must not contain any provocative, objectionable or inappropriate content.
11. The entries must be in English or Hindi language.
12. Multiple submissions by the same institution would not be accepted.
13. Plagiarism of any nature would not be allowed.
14. The name, acronym and logo design must be original and should not violate any provision of the Indian Copyright Act, 1957.
15. 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.
16. The employees of Department of Higher Education, as well as their family members are not allowed to take part in this competition.
17. The Participants/participating institute is to make sure that their My Gov profile is accurate and updated since NMD (RUSA) would be using this for further communication. This includes details such as name, photo and phone number. Entries with incomplete profiles would not be considered. NMD(RUSA) reserves the right to cancel or amend all or any part of this 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 My Gov platform. It would be the responsibility of the participants to keep themselves informed as to any changes in the Terms & Conditions/ Technical Parameters/ Evaluation Criteria stated for this contest.

## Technical Parameters

1. Institutions should upload the entries in PDF format only.
2. The entries should be designed on a digital platform. The winner of the competition shall be required to submit the design in an editable and open file format. Participants should not imprint or watermark the entries.
3. Entries should be designed in colour. The size of the entries may vary from 4 cms x 4 cms to 60 cms x 60 cms in either portrait or landscape orientation.

4. The entries should be usable on the website/social media such as Twitter/Facebook and on printed materials such as b/w press releases, stationery and signages, medicine strips, labels on medicine bottles etc.
5. The entries should be in high resolution with minimum 300 DPI.

### **Evaluation Criteria**

1. Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and how well they communicate the theme of RUSA.
2. The decision of the Ministry in selecting the entry shall be final and no further queries will be entertained.
3. The disqualified entries shall not be used by the Ministry for any purpose and the Ministry shall have no intellectual rights over the same.
4. Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Delhi State.