

Design a Logo along with a Tagline for Atal Innovation Mission including Self Employment and Talent Utilisation (SETU)

Terms and Conditions

- The Competition is open to all citizens of India only.
- All entries must be submitted to the creative corner section of www.mygov.in. Entries submitted through any other medium/ mode would not be considered for evaluation.
- The winning design of the logo, and tagline would be the intellectual property of the Government of India and the winner cannot exercise any right over it, after acceptance of the prize. The prize winning logo and tagline is meant to be used by Government of India for promotional and display purposes, IEC materials and also for any other use as may be deemed appropriate for the initiative.
- The logo and tagline must not contain any provocative, objectionable or inappropriate content.
- Multiple submissions of either logo or tagline by the same participant would not be considered; however, a participant may submit an entry for either logo or tagline or both.
- The participant must be the same person who has designed the logo/tagline and plagiarism would not be allowed.
- Please note that the logo design and tagline of the program must be original and should not violate any provision of the Indian Copyright Act, 1957.
- 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.
- Participant is to make sure that his/her MyGov profile is accurate and updated since NITI Aayog 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.
- NITI Aayog 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. 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.
- Participants need to submit single entry for the Contest (i.e. logo design & tagline).
- The Participant(s) represent(s) and warrant(s) that he/ she will comply with all applicable Indian laws. The Participant(s) shall not disclose and/or use any information, if doing so is in violation of an obligation of antitrust law and/ or confidentiality.
- GoI reserves the right to reject any entry based on its discretion.
- By registering for participation in the Contest, the Participant(s) warrant that:
- They have complied with these Entry conditions

- Their entry is original;
- Their entry does not infringe any Intellectual Property Rights of any third party;
- Any current employer and/or learning institution that the participant is employed by or enrolled with would have no claim on the entry developed and submitted.
- The Gov will not be held responsible if the participants are not able to upload their entries on MyGov portal before the last date & time of submission for any reason whatsoever.
- All prizes are non-transferable.

Technical Parameters

Logo

- i. Participants should upload the logo in JPEG / PNG / SVG format only.
- ii. The logo 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.
- iii. Participants should not imprint or watermark logo design.
- iv. A small description should be provided to explain the concept.
- v. Logo should be designed in colour. The size of the logo may vary from 4x4 cms to 60 X 60 cms.
- vi. The logo should be usable on the website/social media such as Twitter/Facebook and on printed material such as b/w press releases, stationery and signage.

Tagline

- i. Participants should upload the tagline in MS Word/ PDF format only.
- ii. The tagline should be catchy and should not be more than one line (Max 10 words) and should form a part of the logo itself.

Evaluation Criteria

- All the entries received by NITI Aayog would be assessed for award by the Selection Committee.
- The submissions would be evaluated on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact.
- Every entry would be evaluated on its own merit and while an idea explained in greater detail has greater salience, a merely detailed entry would not adversely prejudice another innovative and original idea or entry, but not explained in that greater detail, from being adjudged better.
- The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants for any or their decisions.
- The disqualified entries shall not be used by NITI AAYOG for any purpose and NITI AAYOG shall have no intellectual rights over the same.



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“ Let us join this mass movement towards **Surajya**. Realise the hopes and aspirations of the people and take India to greater heights! ”

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- Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Delhi State.