

MAHATMA GANDHI CENTRAL UNIVERSITY, BIHAR

[Established under Central Universities (Amendment) Act, 2014]
PO Box No. 1, Motihari, District – East Champaran, Bihar – 845 401
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LOGO DESIGN COMPETITION

OF

MAHATMA GANDHI CENTRAL UNIVERSITY, MOTIHARI (BIHAR)

Dated: 17th April, 2016

The Mahatma Gandhi Central University (herein after referred as 'MGCU') is launching a Competition for anyone aged over 18 years of age interested in Art and Design. The Competition is to design a Logo for the Mahatma Gandhi Central University and will subsequently be used on Stationary, Posters, Website and Brochures etc.

ABOUT THE UNIVERSITY:

The Mahatma Gandhi Central University is established under Central Universities (Amendment) Act 2014 (No. 35 of 2014) of Indian Parliament, which received the assent of the President on the 17th December, 2014. The University became functional w.e.f. 3rd February, 2016 (A/N) with the assumption of charge by Prof. Arvind Agrawal as its First Vice-Chancellor.

The territorial jurisdiction of the University is North of River Ganges in the State of Bihar (Motihari in East Champaran). Since the place was the "KARAMBHOOMI" of the father of the nation, where he successfully experimented with the idea of "SATYAGRAH" during the "NEEL ANDOLAN" at Champaran in 1917, therefore, the University is named as "MAHATMA GANDHI CENTRAL UNIVERSITY".

TERMS AND CONDITIONS:

1. Eligibility:

- 1.1 The Competition is open to all citizens of India only who are at least 18 years old on the last date of receipt of designs i.e., **13th May, 2016**. In addition, the following persons (regardless of their age) will not be eligible for the Competition:
 - i. Employees of MGCU;
 - ii. Anyone who is professionally connected with the Competition or its administration; or
 - iii. Members of the immediate families or households of the persons described in Para 1.1 [(i) and (ii)] above.
- 1.2 By entering the Competition, you confirm that you are eligible to do so and that you are eligible to claim the prize. The MGCU may require you to provide proof that you are eligible to enter the Competition at any time.

- 1.3 Entries that are:
- i. Made on behalf of another person;
 - ii. Made by or on behalf of a partnership or company or other body corporate; and / or
 - iii. Made by person in his or her capacity as an employee or officer of another party.

are not allowed and will be rejected by Mahatma Gandhi Central University.

2. How to Enter:

- 2.1 Interested eligible persons should submit their entries **through ONLINE ONLY** at University Website (www.mgcub.ac.in) **before midnight on 13th May, 2016 (Friday)**.

Entries received through other mode and after the stipulated time shall not be entertained.

The entry should be accompanied by a brief explanation of the Design and how it best symbolizes the programme and also the bio-data of the applicant with a passport size photograph affixed on the top right hand corner.

- 2.2 Without prejudice to Paragraph 7.3 of these terms and conditions, each entry sent by you will contain and acknowledgement that your entry is:
- i. Exclusively your own work and does not comprise or incorporate any copyright or other intellectual property rights owned by any other person;
 - ii. Is not defamatory or Immoral; and
 - iii. Does not infringe any third party rights and / or any agreements to which you are a party.
- 2.3 A Logo entry must consist of the following files – each in JPEG/PNG/GIF format:
- i. The Logo design in Colour and
 - ii. The Logo design in Grayscale.
 - iii. **Animated version of LOGO which could be run as a short film on TV screens while waiting for any official programme to begin. This should show formation of Logo from the original theme / philosophy or idea in an animated manner.**
 - iv. The entry should be submitted along with a detailed note explaining the theme, philosophy being represented symbolically through the LOGO.
 - v. A powerpoint/ other media version of presentation of the LOGO.
- 2.4 While sending the entries, the following **technical parameters** must be kept in mind:
- i. Participants should send the Logo in JPEG/PNG/GIF format only and should be no larger in total than 5 MB.

- ii. The Logo should be designed on a digital platform.
 - iii. Participants should not imprint or watermark logo design.
 - iv. Logo should be designed in Colour. The size of the logo may vary from 4 X 4 cms to 60 X 60 cms.
 - v. The logo should be usable on the Website / Social Media such as Twitter / Facebook and on printed material such as press releases, stationery and signage.
 - vi. All entries must be suitable for publication on the University Website and public viewing. The design must not include any defamatory, offensive or unlawful content.
- 2.5 MGCU will not be responsible for the non-receipt and / or non-inclusion of entries in the competition as a late, illegible, incomplete, invalid, or because of technical failures or otherwise.
- 2.6 Competition entries cannot be returned by the MGCU.
- 2.7 A participant can send a maximum of three entries for the competition.
- 2.8 There is no purchase necessary by you to enter the competition and there is no charge for submitting an entry.

3. Features expected in the Logo:

The following features are expected to be reflected through the Logo:

- 3.1 The Logo should reflect the Vision, Mission and Objectives of the MGCU. The Vision, Mission and Objective of MGCU is available on its Website (www.mgcub.ac.in)
- 3.2 It must highlight the secular character and inclusive approach to higher education of this University.
- 3.3 The Logo should be simple, original and easy to be used as Seal, Watermark and easy to print on various media.
- 3.4 The Logo should preferably be in **not more than three colours**.
- 3.5 The Logo should be in sync with the Logos of contemporary trends as seen in various Internationally reputed Institutions of Higher Education in India and Abroad.

4. Selection of the Winner:

- 4.1 One winner will be selected from all eligible entries received by the closing date on **Friday 13th May, 2016 (by midnight)**.
- 4.2 **Evaluation Criteria:** All the competition entries received by MGCU would be assessed for award by the Committee consisting of at least Three External Members and Vice-Chancellor of MGCU. The Vice-Chancellor of MGCU shall be the Chairman of the Committee:
 - i. Entries would be judged on the basis of following:

- a. **Originality / Creativity:** Is the entry a new Idea? Or have we seen it dozens of times before?
 - b. **Theme Match:** How well does the submission relate to the theme (Please refer Para 3 of these terms and conditions).
 - c. **Simplicity:** Should not be graphically intense making it difficult to be reproduced in a cost effective manner. It should not rely heavily on embellishments. Though simple, it must be bold enough so that it can be scaled up or down without losing detail. Use clean sharp lines and curves.
 - d. **Use of Colour:** Should not rely on more than three (3) colours. It should also look good if reproduced in black and white, as well as in Colour.
 - e. The design must be flexible so that it can be resized easily. The final version of the Logo will need to be suitable for high quality printing.
- ii. 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.
- 4.3 It is not obligatory on the Mahatma Gandhi Central University to adopt the award winning Logo as its official Logo as it is or in totality. The MGCU may decide to modify the Logo by incorporating other ideas including ideas from other entries.
- 4.4 The winner shall be required to carry out the ideas / suggestions forwarded by the University to modify the design so as to meet the satisfactory approval of the University.
- 4.5 The Winner of the competition shall be required to submit the design in an editable and open file format.

5. Prizes:

- 5.1 Only one (1) winner will receive the prize. The prize comprises:
A reward of **Rs.40,000/-** (Rupees Forty Thousand only) in cash and a Certificate.
- 5.2 The prize will be as stated in Paragraph 5.1 above and is non-transferable and non-refundable. The prize may not be claimed by a third party on your behalf. The MGCU does not accept any responsibility if you are unable to take up the prize.
- 5.3 **There will be a consolation prize amounting to Rs.10,000/- (Rupees Ten Thousand only) (maximum two in exceptional cases).** Consolation Prize will be given to the entry which would be found having some features which Committee as stated at Para 4.2 above would deem appropriate to incorporate in the winner's entry.
- 5.4 The prize shall be presented to the winner once the Logo has received satisfactory approval of the University.
- 5.5 The name of the winner will be announced on the University Website (www.mgcub.ac.in).

6. Other Conditions:

- 6.1 By entering the competition, entrants confirm that they have read and agreed to be bound by these terms and conditions, and by the decisions of the MGCU, which are final in all matters relating to the competition. Any breach of these terms and conditions will result in the forfeiture of the prize. No correspondence will be entered into.
- 6.2 The MGCU will not be made partially or fully liable for any non-original work submitted by you. Results will be announced on the University Website. The MGCU reserves the right to extend the competition deadline at its discretion. If there is a revision, the revised date will be published on the University Website.
- 6.3 The MGCU reserves the right to cancel or amend all or any part of the Competition and/ or the Terms & Conditions / Technical Parameters / Evaluation Criteria without prior notice in the event of circumstances arising beyond its control that makes it necessary to do so. However, any changes to the Terms & Conditions / Technical Parameters / Evaluation Criteria, or cancellation of the Competition, will be updated/ posted on the University Website (www.mgcub.ac.in). 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 Competition.
- 6.4 The participant must be the same person who has designed the logo and plagiarism would not be allowed.
- 6.5 Logo design must be original and should not violate any provision of the Copyright Act, 1957 and Copyright (Amendment) Act, 2012.
- 6.6 Anyone found infringing on others' copyright would be disqualified from the competition. The MGCU does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
- 6.7 This competition is administered by Mahatma Gandhi Central University (MGCU).
- 6.8 Any legal proceedings arising out of the competition / its entries / winners shall be subject to local jurisdiction restricted to the Court in Bihar at District Court Motihari and High Court at Patna.

7. Intellectual Property Rights:

- 7.1 By submitting your competition entry and any accompanying material, you agree that, you hereby (with effect from the date of submission of your competition entry):
 - i. Assign to the MGCU all your Intellectual Property Rights with full title guarantee; and
 - ii. Waive all moral rights.
- 7.2 If you are the winner of the competition, you agree that, if requested by the MGCU, you will take such steps and actions (including, but not limited, the signing of relevant documents) as the MGCU may reasonably request in order to ensure that the

MGCU receives the full benefit of the assignation set out in Paragraph 6.1 of these terms and conditions.

- 7.3 By submitting a competition entry, you represent, warrant and undertake to the MGCU that your entry:
- i. Is exclusively your own work and does not comprise or incorporate any copyright or other intellectual property rights owned by any other person;
 - ii. Is not defamatory or immoral; and
 - iii. Does not infringe any third party rights and/or any agreements to which you are a party.

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