

Title : Mascot Designing contest for creating Consumer Awareness for “Jago Grahak Jago” campaign of Department of Consumer Affairs

Description : The Department of Consumer Affairs runs a “Jago Grahak Jago” multimedia campaign to create awareness amongst consumers about their rights, redressal mechanisms available to them as well as their duties. “Jago Grahak Jago” tagline is a household term now. The entire population of the country is consumer somehow or the other. Creating awareness among the vast population of the country is always a challenge. With active participation of the citizens of the country, this Department can meet the challenge. To better understand the issues being faced by the present day consumers and the multimedia campaign being carried out by this Department so far. The participant may visit this Department’s website www.consumeraffairs.nic.in and its twitter handles- @consaff and @jagograhakjago.

‘Sayani Rani’ used to be the mascot of ‘Jago Grahak Jago’ campaign since long. However, there have been views to have different mascot for the campaign. It is therefore proposed to get mascot(s) developed on the theme of “Consumer is King/Queen”. The mascot expression can be that of a confident consumer, inquisitive consumer, protesting consumer and counselling consumer, etc. This Department is therefore organizing a mascot designing contest on the theme of “Consumer is King/Queen”.

Submission of Entries:-

- The last date for submission of entries would be 28th July, 2017.
- The entries should be original work of the participant(s) and must not infringe the Intellectual Property Rights of any third party.
- An entry could be an individual or a team project.
- Every entry should be accompanied by a brief explanation. An individual can send multiple entries.
- The results will be placed on the website of the Department tentatively within 8 weeks from the last date of receiving the entries

Prizes:

Prizes would be as follows:

1st Prize : Rs. 50,000 and a certificate of appreciation from this Department

2nd Prize: Rs. 25,000 and a certificate of appreciation from this Department

3rd Prize : Rs. 10,000 and a certificate of appreciation from this Department

Mascot Designing contest for creating Consumer Awareness for “Jago Grahak Jago” campaign of Department of Consumer Affairs

Terms and Conditions

- i. The Competition is open to all citizens of India upto the age of 28 years only.
- ii. The entry must be submitted to the creative corner section of MyGov portal.
- iii. The winning entries would be the intellectual property of the Government of India and the winner cannot exercise any right over it. The prize winning entries (first, second and third in each category) are meant to be used by Government of India for promotional and display purposes and also for any other use as may be deemed appropriate for the initiative. The unsuccessful designs will be returned on request.
- iv. The entry must not contain any provocative, objectionable or inappropriate content.
- v. Please note that the entries made in all or any of the three competition categories must be original and should not violate any provision of the Indian Copyright Act, 1957.
- vi. 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.
- vii. Participant is to make sure that his/her MyGov profile is accurate and updated since Department of Consumer Affairs would be using this for further communication. This includes details such as name, photo and phone number and scanned copy of Aadhar Card. Entries with incomplete profiles would not be considered.
- viii. Department of Consumer Affairs 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

about any changes in the Terms & Conditions/ Technical Parameters/ Evaluation Criteria stated for this Contest.

- ix. 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.
- x. GoI reserves the right to reject any entry based on its discretion.
- xi. By registering for participation in the Contest, the Participant(s) warrant that:
 - a) They have complied with these Entry conditions
 - b) Their entries are original;
 - c) Their entry does not infringe any Intellectual Property Rights of any third party;
 - d) 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.
- xii. The GoI 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.
- xiii. Entries may be submitted online on mygov.in latest by 28th July, 2017.

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Technical Parameters

(i)The entries must be submitted in JPG/PDF/PNG format only. File should be of high resolution—at least 300 pixels per inch at 100% size. The submission will be accepted in either Hindi or English languages.

Jago Grahak Jago is a multimedia campaign run by the Department of Consumer Affairs, Government of India by which consumers are made aware about their rights,dispute redressal mechanism available to them as well as their responsibilities. To have better understanding of the campaign, www.consumeraffairs.nic.in can be visited.

Mascot Designing contest for creating Consumer Awareness for “Jago Grahak Jago” campaign of Department of Consumer Affairs

Evaluation Criteria

(i) The submissions would be evaluated on the basis of elements of creativity, originality, composition, simplicity.

(ii) Every entry would be evaluated on its own merit and while the 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.

(iii) 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 selection committee will have two senior officers from the Department and three members from outside agencies connected with art and culture/mass communication, etc.

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

(vi) The final winning entry would be decided by the Department of Consumer Affairs by the above mentioned committee.

Title : Jingle making contest for creating Consumer Awareness for “Jago Grahak Jago” campaign of Department of Consumer Affairs

Description : The Department of Consumer Affairs runs a “Jago Grahak Jago” multimedia campaign to create awareness amongst consumers about their rights, redressal mechanisms available to them as well as their duties. “Jago Grahak Jago” tagline is a household term now. The entire population of the country is consumer somehow or the other. Creating awareness among the vast population of the country is always a challenge. With active participation of the citizens of the country, this Department can meet the challenge. To better understand the issues being faced by the present day consumers and the multimedia campaign being carried out by this Department so far. The participant may visit this Department’s website www.consumeraffairs.nic.in and its twitter handles- @consaff and @jagograhakjago.

This Department is therefore organizing a Jingle making contest wherein participants have to upload a jingle of duration not more than 3 minutes on the theme “Consumer Awareness”. The jingle should be in simple lucid language either in English or Hindi.

Submission of Entries:-

- The last date for submission of entries would be 28th July, 2017.
- The entries should be original work of the participant(s) and must not infringe the Intellectual Property Rights of any third party.
- An entry could be an individual or a team project.
- Every entry should be accompanied by a brief explanation. An individual can send multiple entries.
- The results will be placed on the website of the Department tentatively within 8 weeks from the last date of receiving the entries

The contest carries following three prizes:

1st Prize : Rs. 25,000 and a certificate of appreciation from this Department
2nd Prize: Rs. 20,000 and a certificate of appreciation from this Department
3rd Prize : Rs. 15,000 and a certificate of appreciation from this Department

Jingle making contest for creating Consumer Awareness for “Jago Grahak Jago” campaign of Department of Consumer Affairs

Terms and Conditions

- i. The Competition is open to all citizens of India upto the age of 28 years only.
- ii. The entry must be submitted to the creative corner section of MyGov portal.
- iii. The winning entries would be the intellectual property of the Government of India and the winner cannot exercise any right over it. The prize winning entries (first, second and third in each category) are meant to be used by Government of India for promotional and display purposes and also for any other use as may be deemed appropriate for the initiative. The unsuccessful entries will be returned on request.
- iv. The entry must not contain any provocative, objectionable or inappropriate content.
- v. Please note that the entries made in all or any of the three competition categories must be original and should not violate any provision of the Indian Copyright Act, 1957.
- vi. 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.
- vii. Participant is to make sure that his/her MyGov profile is accurate and updated since Department of Consumer Affairs would be using this for further communication. This includes details such as name, photo and phone number and scanned copy of Aadhar Card. Entries with incomplete profiles would not be considered.
- viii. Department of Consumer Affairs 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

about any changes in the Terms & Conditions/ Technical Parameters/ Evaluation Criteria stated for this Contest.

- ix. 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.
- x. GoI reserves the right to reject any entry based on its discretion.
- xi. By registering for participation in the Contest, the Participant(s) warrant that:
 - a) They have complied with these Entry conditions
 - b) Their entries are original;
 - c) Their entry does not infringe any Intellectual Property Rights of any third party;
 - d) 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.
- xii. The GoI 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.
- xiii. Entries may be submitted online on mygov.in latest by 28th July, 2017.

Jingle making contest for creating Consumer Awareness for “Jago Grahak Jago” campaign of Department of Consumer Affairs

Technical Parameters

(i)The Jingle should be of 3 to 5 minutes duration with lyrics, composition and music. The jingle shall be in simple lucid language in either English or Hindi. The participants should then upload their entry as a high quality audio file to any media platform such as soundcloud, Youtube, Google Drive, drpbox, etc. and enter the publicly accessible link for the netry using the Audio Link icon on the MyGov contest page. The participants also need to submit a description within 500 characters, such as names of the lyricist, composer, singer, etc.

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their responsibilities. To have better understanding of the campaign, www.consumeraffairs.nic.in can be visited.

Jingle making contest for creating Consumer Awareness for “Jago Grahak Jago” campaign of Department of Consumer Affairs

Evaluation Criteria

(i)The submissions would be evaluated on the basis of elements of creativity, originality, composition, simplicity.

(ii)Every entry would be evaluated on its own merit and while the 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.

(iii)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 selection committee will have two senior officers from the Department and three members from outside agencies connected with art and culture/mass communication, etc.

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

(vi) The final winning entry would be decided by the Department of Consumer Affairs by the above mentioned committee.

Title : Video Clips contest for creating Consumer Awareness for “Jago Grahak Jago” campaign of Department of Consumer Affairs

Description : The Department of Consumer Affairs runs a “Jago Grahak Jago” multimedia campaign to create awareness amongst consumers about their rights, redressal mechanisms available to them as well as their duties. “Jago Grahak Jago” tagline is a household term now. The entire population of the country is consumer somehow or the other. Creating awareness among the vast population of the country is always a challenge. With active participation of the citizens of the country, this Department can meet the challenge. To better understand the issues being faced by the present day consumers and the multimedia campaign being carried out by this Department so far. The participant may visit this Department’s website www.consumeraffairs.nic.in and its twitter handles- @consaff and @jagograhakjago.

This Department is therefore organizing a Video clips making contest wherein the participants are required to upload video clips of not more than 2 minutes duration on the theme “Consumer Awareness”. The language of the video clip would be either Hindi or English.

Submission of Entries:-

- The last date for submission of entries would be 28th July, 2017.
- The entries should be original work of the participant(s) and must not infringe the Intellectual Property Rights of any third party.
- An entry could be an individual or a team project.
- Every entry should be accompanied by a brief explanation.
- An individual can send multiple entries.
- The results will be placed on the website of the Department tentatively within 8 weeks from the last date of receiving the entries.

Prizes:

Prizes would be as follows:

1st Prize : Rs. 50,000 and a certificate of appreciation from this Department

2nd Prize: Rs. 30,000 and a certificate of appreciation from this Department

3rd Prize : Rs. 20,000 and a certificate of appreciation from this Department

Video Clips contest for creating Consumer Awareness for “Jago Grahak Jago” campaign of Department of Consumer Affairs

Terms and Conditions

- i. The Competition is open to all citizens of India upto the age of 28 years only.
- ii. Videos are to be uploaded on www.youtube.com and the link to the same must be shared on www.mygov.in. Entries submitted through any other medium/ mode would not be considered for evaluation.
- iii. The winning entries would be the intellectual property of the Government of India and the winner cannot exercise any right over it. The prize winning entries (first, second and third in each category) are meant to be used by Government of India for promotional and display purposes and also for any other use as may be deemed appropriate for the initiative. The unsuccessful entries will be returned on request.
- iv. The entry must not contain any provocative, objectionable or inappropriate content.
- v. Please note that the entries made in all or any of the three competition categories must be original and should not violate any provision of the Indian Copyright Act, 1957.
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Video Clips contest for creating Consumer Awareness for “Jago Grahak Jago” campaign of Department of Consumer Affairs

Technical Parameters

(i)The video clip should not be of more than two minutes duration and should be in Hindi or English. Jago Grahak Jago is a multimedia campaign run by the Department of Consumer Affairs, Government of India by which consumers are made aware about their rights,dispute redressal mechanism available to them as well as their responsibilities. To have better understanding of the campaign, www.consumeraffairs.nic.in can be visited.

(ii)Videos are to be uploaded on www.youtube.com and the link to the same must be shared on www.mygov.in.

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