

## Suggest a Tagline for Uttar Pradesh Tourism Terms and Conditions

- The contest is open to citizens which include individuals, teams and organizations of India only.
- The Tagline must be original and should not violate any provision of the Indian Copyright Act, 1957.
- The Tagline must not contain any provocative, objectionable or inappropriate content.
- The winning Tagline would be the intellectual property of the Government of Uttar Pradesh and the winner cannot exercise any right over it after acceptance of the prize. The prize winning Tagline is meant to be used by Department of Tourism, Government of Uttar Pradesh for promotional and display purposes, IEC (Information, Education and Communication) materials and also for any other as may be deemed appropriate for the initiative.
- Multiple entries by the same participant would not be considered.
- The participant must be the same person who has suggest the Tagline. Plagiarism would not be allowed.
- Anyone found infringing on other's copyright would be disqualified from the competition.
- Entry must be submitted to the Creative corner Section at [www.mygov.in](http://www.mygov.in)
- The employees of Department of Tourism are not allowed to take part in this competition
- The MyGov profile should be accurate and updated as well as the information on the profile for further communication. This includes your name, photo and phone number. Entries of participants who fail to furnish complete profile may be rejected. Department of Tourism 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 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.

## Suggest a Tagline for Uttar Pradesh Tourism Technical Parameters

- The Tagline should be catchy and should not be more than one line in Hindi or English
- Participants should upload the Tagline in **MS Word/ PDF format only**.
- The tagline should be usable on the website/ mobile app / social media such as Twitter/Facebook/Instagram and on Magazines, Commercial, Holdings, Standees, Brochures, Leaflets, Pamphlets, Souvenirs and other Publicity and Marketing materials.

## Suggest a Tagline for Uttar Pradesh Tourism Evaluation Criteria

- All the entries received by Department of Tourism, Govt. of Uttar Pradesh would be assessed for award by the Selection Committee.
- 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 the Tourism in Uttar Pradesh.
- 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 Department of Tourism for any purpose and Department of Tourism shall have no intellectual rights over the same.
- Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Lucknow.
- The submission of Tagline is to be made within **30 days** of publishing of advertisement on the portal.
- Maximum 10 participants will be selected for prize money for the contest of best Tagline
- The prize money for the **best 3 Taglines** will be as follows:
  - **1<sup>st</sup> prize - INR 25,000**
  - **2<sup>nd</sup> prize – INR 15,000**
  - **3<sup>rd</sup> prize – INR 10,000**
- **7 other winners** will be awarded an honorarium of **INR 5,000 each**.