

Create a Slogan for Geographical Indications of India Terms and Conditions

- This GI Tagline Design Contest is being conducted by Cell for IPR Promotion and Management (CIPAM) under the aegis of DIPP, Ministry of Commerce & Industry (MOCI), Government of India.
- The Contest is open to individuals, teams and organizations from across the world.
- All entries must be submitted to the creative corner section of www.mygov.in. Entries submitted through any other medium/ mode will not be considered for evaluation.
- 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 Cell for IPR Promotion and Management (CIPAM) under the aegis of Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry, and the winner cannot exercise any right over it after acceptance of the prize. The prize-winning Tagline is meant to be used by CIPAM-DIPP 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 suggested the Tagline. Any kind of Copying/Plagiarism is not 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
- The employees of CIPAM, DIPP, Office of the Controller General of Patents, Designs and Trade Marks (CGPDTM) and MOCI as well as their family members are not allowed to take part in this Contest
- 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. DIPP 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.

Create a Slogan for Geographical Indications of India 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/ social media such as Twitter/ Facebook, press releases and on printed materials such as stationery, signage, labels etc., magazines, commercials, holdings, standees, brochures, leaflets, pamphlets, souvenirs and other publicity and marketing material for promotion of Geographical Indications (GIs).

Create a Slogan for Geographical Indications of India Evaluation Criteria

- All the entries received by DIPP would be assessed for awards by Screening Committee for an initial evaluation. After such screening, all approved entries would be assessed by a Selection Committee for final evaluation.
- 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 Geographical Indications.
- The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants or any decision of Selection Committee.
- DIPP, Ministry of Commerce & Industry, shall not use the disqualified entries for any purpose and DIPP 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 Delhi courts.
- The submission of Tagline/Slogan is to be made within 30 days of publishing of advertisement on the portal.