

SIGNATURE STALL OF MPEDA – LOGO DESIGN CONTEST

The Marine Products Export Development Authority (MPEDA), Ministry of Commerce & Industry, Govt. of India is organizing an open contest to design an official logo for Urva - the Signature Stall being set up by the Authority in Kochi. The word Urva in Sanskrit means an ocean or a receptacle of water. The concept of signature stall is to inform, educate, and entertain visitors by showcasing the marine products sector of India in a nutshell involving its production and processing sectors, value addition, so as to serve as a platform for export promotion of value added and high value products. The signature stall will have the display of aquascape, live ornamental and edible fish varieties available in India, besides interactive information kiosks.

The logo shall be visually appealing and symbolize the objective and international character of the Signature Stall. The winning logo will be awarded a cash prize of **Rs. 25,000/- (Rupees Twenty five thousand only)**.

Entries may be submitted via email to : aqua@mpeda.gov.in

Last day for submission of entries – Before 5 pm on 30 November 2017.

Terms & Conditions

The contest is open to all Indian nationals from India or abroad. Registered organizations under relevant Indian laws are also eligible to participate.

Only one entry shall be permitted per individual or organization.

All entries must be submitted only via EMAIL to the designated email ID. Entries submitted in any other mode will not be considered.

The winning logo design would be the intellectual property of MPEDA / URVA, for use in promotional and display purposes at freewill in any platform. The winner will have no right over it.

MPEDA / URVA will have unfettered right to modify the prize winning logo and add or delete any information or design feature in any form to it.

The Logo should be designed on a DIGITAL PLATFORM.

Scanned images will not be accepted.

The logo design 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.

Plagiarism of any nature will not be allowed. Consequent litigation, if any, arise out of plagiarism after the selection of the logo, will be the sole responsibility of the designer. MPEDA holds no responsibility to be a part of such litigation and is not liable to pay any compensation or damages arise out of such litigation.

Employees of MPEDA as well as their family members are not allowed to take part in this contest.

The letter **U** in Urva could be stylized with a macron (Ū) to indicate that the pronunciation is Oorva.

The entry should be submitted as a PNG FORMAT ONLY. The PNG format attached to email should not have any details such as name, phone number etc. of the participant and only the body of the email should have such details

The design should be sent as an attachment to the email with the following information in the body of the email:

Name of participant :

Mobile number of participant :

If an agency, company name:

Contact address:

Email address:

Participant(s) is/are required to ensure that his/her email ID is accurate and updated since MPEDA would be using emails for further communication. Entries with incomplete profiles will not be considered.

Logo should be designed in color & solid black and white.

The size of the logo may vary from 1cm x 1cm to 250cm x 250cm in either portrait or landscape. Hence, the logo design shall exhibit the details to suit the varied usages envisaged.

Presented on – A4 size document at 300 DPI

The Logo should be usable on the website/ social media and on printed materials such as b/w press releases, signage, labels etc. as well as curios such as pens, key chains, lockets, caps, T shirt etc.

Evaluation Criteria

The entries received by the deadline at MPEDA would be scrutinized by a selection Committee.

Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit, flexibility and visual impact and how well they communicate the theme of Urva.

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 on any decision of the Selection Committee. Any legal proceedings arising out of the contest / its entries/ winners shall be subject to local jurisdiction of Ernakulam in Kerala only.

MPEDA reserves the right to cancel or amend all or any part of this contest and/ or Terms and Conditions/ Technical Parameters/ Evaluation Criteria. However, any changes to the Terms and Conditions/ Technical Parameters/ Evaluation Criteria, or the cancellation of the contest, will be updated/ posted on the website **www.mpeda.gov.in**. It would be the responsibility of the participants to keep them informed to any changes in the Terms and Conditions/ Technical Parameters/ Evaluation Criteria stated for this contest.