

#NationalNutritionMission: Logo & Tagline Contest

Terms and Conditions

1. The Contest is open to Indian Nationals only.
2. The **winning logo and tagline** would be the intellectual property of the **National Nutrition Mission** under the **Ministry of Women and Child Development, Government of India**, and the winner cannot exercise any right over it, after. The winning logo and tagline is meant to be used by the Government of India for display on official documents, publicity material, social media creatives and for any other use as may be deemed appropriate.
3. Entry winner will win cash prize of **Rs. 1 lakh/-**
4. Participants are welcome to send either a logo or a tagline or both. In case the logo and tagline selected by the jury are of separate participants, then the prize money will be split.
5. The logo and tagline must not contain any provocative, objectionable or inappropriate content.
6. The tagline can be in English or Hindi language.
7. The logo design must be original and should not violate any provision of the Indian Copyright Act, 1957.
8. Plagiarism of any nature would not be allowed.
9. 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.
10. The employees of Ministry of Women and Child Development, Government of India as well as their family members are not allowed to take part in this competition. Participant is to make sure that his/her Profile is accurate and updated within email since Ministry would be using this for further communication. This includes details such as **name, photo and phone number**. Entries with incomplete profiles would not be considered. Ministry of Women and Child Development

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 Ministry's Social Media 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.

11. It is mandatory for every participant to follow/ like the Ministry's social media accounts to be updated with the developments of the contest. Twitter ([@MinistryWCD](#) & [@ManekaGandhiBJP](#)) and Facebook ([@MinistryWCD](#) & [@ManekaGandhiOfficial](#))
12. Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Delhi State.

Technical Parameters

1. Participants should upload the Logo in PNG format only.
2. The Logo should be designed on a digital platform. The winner of the competition shall be required to submit the design in an editable and open file format. Participants should not imprint or watermark Logo design.
3. Logo should be designed in colour. The size of the logo may vary from 4 cms x 4 cms to 60 cms x 60 cms in either portrait or landscape orientation.
4. The Logo should be usable on the website/social media such as Twitter/Facebook and on printed materials such as b/w press releases, stationery, signages etc.
5. The Logo should be in high resolution with minimum 300 DPI.

Evaluation Criteria

1. Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit,

- visual impact and how well they communicate the National Nutrition Mission.
2. The decision of the Selection Committee will be final and binding on all the contestants and no clarifications would be issued to any participant.
 3. The disqualified entries shall not be used by the National Nutrition Mission for any purpose and Ministry of Women & Child Development shall have no intellectual rights over the same.