

Logo with Tagline Contest for National Food Security Act, 2013 (NFSA) of Department of Food and Public Distribution Terms and Conditions:

1. All entries must be submitted online to the creative corner section of www.mygov.in. Entries submitted through any other medium/ mode will not be considered for evaluation.
2. Only one entry shall be permitted per individual or organization. Multiple submissions by the same participant would not be accepted.
3. The winning entry will be the intellectual property of the Department of Food and Public Distribution, Government of India and the winner shall not exercise any right over it, after acceptance of the prize.
4. The prize winning entry is meant to be used by the DFPD for promotional and display purposes of NFSA, including awareness about the national character of Act across all print, web and audio visual media/ media campaign and or any other use as may be deemed appropriate.
5. The logo and the tagline must not contain any provocative, objectionable or inappropriate content.
6. The tagline must be in English and Hindi Languages.
7. Plagiarism of any nature is strictly prohibited and is liable to attract penal action as per the relevant laws of the country.
8. The logo with tagline must be original and should not violate any provision of the India Copyright Act, 1957. Any of the participant 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 participant.
9. Department of Food and Public Distribution (DFPD) will have unfettered right to modify the prize winning logo with tagline and add or delete any information or design feature in any form to it.
10. Participant is to make sure that his/ her MyGov profile is accurate and updated since DFPD would be using information provided therein for further communication with the participant. This includes details such as Name, Photo, Email and Phone Numbers. Entries with incomplete profiles would not be considered.
11. DFPD 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 and Conditions/ Technical Parameters/ Evaluations Criteria, or cancellations 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.

Technical Parameters for logo design

1. Participant should upload the logo in JPEG/JPG/PNG/SVG/CDR/AI 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 color.
4. For actual utilization of the award-winning logo, the size may vary from 3 cms × 3 cms to 75 cms × 75 cms in either portrait or landscape orientation. Participant must keep this information in mind while designing the Logo.
5. The Logo should be usable on websites and social media platforms (including Twitter and Facebook), on printed materials (including press releases, stationery, posters, signages, banners, labels etc.) and audio – visual content/ media campaigns.
6. The Logo should be in high resolution with minimum 300 DPI.

Technical parameters for tagline creation:

1. The tagline should be short/ precise not more than 5-6 words.
2. The tagline should be catchy and should create instant impact on the mind of common people.

Logo with Tagline Contest for National Food Security Act, 2013 (NFSA) of Department of Food and Public Distribution Evaluation Criteria

1. All the entries received by DFPD would be assessed for award by a Screening Committee for an initial evaluation. After such screening, all approved entries would be assessed for award by a Selection Committee for final evaluation.
2. 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 National Food Security Act.
3. 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.
4. The disqualified entries shall not be used by DFPD for any purpose and DFPD shall have no intellectual rights over the same.
5. Any legal proceedings arising out of the competition/its entries/winners shall be subject to local jurisdiction of National Capital Territory of Delhi.