

# LOGO DESIGN CONTEST



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INFORMATION

On behalf of Saamarthya Milk Producer Company, NDDB Dairy Services (NDS) announces a logo design contest.

### **About Saamarthya Milk Producer Company**

*Saamarthya:* (Hindi word) meaning in English *ability, capacity, strength*.

Saamarthya Milk Producer Company has been incorporated under Mahila Samarthya Yojana, a scheme launched by Government of Uttar Pradesh to make women self-reliant by creating employment opportunities. The project will be funded through Uttar Pradesh State Rural Livelihood Mission (UPSRLM) and will be implemented with the technical support of NDDB Dairy Services. Saamarthya will have exclusive women membership and plans to enrol about 75,000 women spread across 1500 villages in 7 districts of Uttar Pradesh namely Amethi, Ayodhya, Fatehpur, Kanpur Nagar, Pratapgarh, Rae Bareilly and Sultanpur. The Milk Producer Company has the following laid down objectives:

- To organize and undertake the business of pooling, processing of quality milk supplied by the members in order to create maximum value for them through a fair and transparent system of milk collection
- Making regular and timely payments to its members through digital means for financial inclusion
- Provide good quality milk and milk products to consumers
- Provide technical and managerial services in animal husbandry including breeding, feed / fodder, nutrition, veterinary services to enhance milk production for the benefit of the Members
- To provide education, training and other activities to promote mutual assistance amongst the members

### **About the Contest**

The contest is being organized to design a logo that captures the essence of the Women Members ONLY Milk Producer Company initiative and the overall impact that it is expected to create in terms of #women empowerment; #dairying and #milk production.

### **Terms and Conditions**

1. The last date for accepting entries is 31<sup>st</sup> May 2022 till 6 PM
2. Only the entries emailed at [corporatecommunication@nddbdairyservices.com](mailto:corporatecommunication@nddbdairyservices.com) will be considered for the contest. Entries submitted through any other mode will not be considered for evaluation.
3. The logo must be designed in English and Hindi. All entries should be accompanied by a brief concept note (not more than 100 words) for the Logo and how best it encapsulates its essence.
4. The contest is open to all Indian citizens.
5. Each participant / team shall submit ONLY one entry.
6. The logo design must be original, distinctive and should not violate any provision of the Indian Copyright Act, 1957 or the Intellectual Property Rights of any third party. The logo should not have been previously published in any print and digital media and must not contain any provocative, objectionable or inappropriate content.
7. In case of any copyright issues, the participant/applicant will be responsible to settle any legal proceedings arising out of it at his/her end. SMPC or its affiliates will not have any responsibility in this regard.
8. Plagiarism of any nature is not allowed. Anyone found infringing on others' copyright would be disqualified from the contest.
9. The participant should make sure that his / her details are accurate for any further communication. This includes details such as name, country declaration, complete postal address, email ID and phone number.
10. The onus will be on the participant/applicant to prove that he/she is the only authorized representative to send the entry for the Award Scheme. In case of the selection of the Logo, certificate of appreciation it will be given to the participant/applicant only. SMPC or its affiliates will, in no way, be responsible for any dispute, legal or otherwise, arising out of it.
11. The responsibility to comply with the Submission of entries, Competition Technical Criteria and Selection Process fully lies with the participant(s) and SMPC or its affiliates shall not be answerable to any dispute raised by a third party.
12. SMPC takes no responsibility for corrupted or late entries.
13. The winner will be declared through email or by way of announcing his / her name on the LinkedIn page.

14. The winning Logo will become the intellectual property of Saamarthya Milk Producer Company or its affiliates and the winner shall not exercise any right over it. Saamarthya MPC or its affiliates will have unfettered right to modify the prize winning logo / entry or add / delete any info / design feature in any form to it. The winner will not exercise any right over his / her Logo and shall not use it in any way.

15. The Logo should be usable on the website / mobile app / social media such as Twitter / Facebook / Instagram and on Magazines, Commercial Hoardings / Standees, Brochures, Leaflets and Pamphlets, Souvenirs and other Publicity and Marketing materials etc.

16. There will be no notification to participants of rejected entries

17. SMPC 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 LinkedIn page. It would be the responsibility of the participant to keep himself / herself informed of any changes in the Terms and Conditions / Technical Parameters / Evaluation Criteria stated for this Contest.

18. The logo design should not be imprinted or watermarked.

19. Once submitted an entry cannot be withdrawn.

### **Technical Criteria for the Competition**

1. Logo should be submitted in JPEG, PNG or PDF format only with file size below 20MB.

2. Logo should be designed in colour. The designed logo shall be provided in both CYMK and RGB formats. The size of the logo may vary from 5cm\*5cm to 60cm\*60cm in either portrait or landscape.

3. The Logo should be usable on the website / social media such as Twitter / Facebook and on printed materials such as black and white press releases, stationery and signage, labels, product packaging etc.

4. The Logo should be designed on a digital platform. The winner of the competition shall be required to submit the design in open file format (EPS/CDR/PSD). Participants should ensure that original designs are submitted.

5. File should be high resolution – at least 300 pixels per inch at 100% size.

6. File should look clean (not pixilated or bit-mapped) when viewed on screen at 100%

7. Entries should not be submitted in compressed or self-extracting formats.

### **Selection Process**

1. All entries received by the stipulated date and found in order, will be evaluated by a Selection Committee, constituted by NDDDB Dairy Services for this purpose. The Committee will shortlist the entries and will decide the winner if an entry is found suitable.

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 essence of SMPC.

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 on any decision of the Selection Committee.

4. There will be only one winner for the competition.

5. Winner shall be required to provide the original open source file of the designed logo.

6. The Designer of the finally selected Logo will get a certificate of appreciation.

7. The divesture of the copyright is implied on the winner of the shortlisted entry.

8. Any legal proceedings arising out of the competition / its entries / winners shall be subject to local jurisdiction of Delhi only. Expenses incurred for this purpose will be borne by the parties themselves.

9. NDS and SMPC if it so decides, reserves the right not to proceed with the competition at any stage.