

**LOGO DESIGN COMPETITION FOR -MAHARASHTRA ORALHEALTH
MISSION (MAHA-OM) /SWACHA MUKH ABHIYAAN**

Oral health is an integral part of overall health. The Ministry of Medical Education & Drugs, Government of Maharashtra is soon launching a state-wide Oral Health MISSION- *Swacha Mukh Abhiyan*.

The *Mission's* goal is to build a "citizen-centric, oral disease-free state where its citizens have the right attitude, skills, and knowledge aligned with the vision of a Swacha Mukh Abhiyan.

To create awareness among citizens and to give citizens a chance to showcase their creativity and come with unique Logo for the "Swacha Mukh Abhiyan" mission, a LOGO-Designing competition is organized for all Indian residents.

The goal of this competition is to raise awareness among the general public by putting **“Peoples’ Health in People’s Hands”**

LOGO should communicate

- Maharashtra Oral-health Mission (MAHA-OM)
- Oral health
- Importance of Swacha Mukh

LOGO should be submitted on - logomahaom@gmail.com

AWARD

Against this background the selected winners will be awarded a

- Cash of **Rs.50,000/-** under I st Prize category
- Cash of **Rs.10,000/-**each under 3 consolation Prize category

ASSESSMENT PROCESS:

- All the entries received would be assessed by an empowered Assessment Committee at one or more stages, depending upon operational requirement.
- Entries would be judged based on various parameters which include elements of creativity, originality, composition, technical excellence, aesthetic qualities, simplicity, artistic merit and visual impact, among others and its relevance to Maharashtra-Oral health Mission.
- The Assessment committee shall be framed under the Chairmanship of **Honourable Commissioner,DMER.**

The decision of the Assessment Committee would be final and binding on all the participants and no clarifications would be issued to any participants on any decision of the Assessment Committee.

DECLARATION OF RESULT-

Results will be declared on the websites mentioned in advertisement.

IMPORTANT DATES

- The contest will open from 07/01/2023 and the last date of receiving the entries is **1700 hrs of 14/01/2023.**

The logo is to be designed keeping the following in mind:

It should reflect the components of oral health.

The texts if used in the logo design should be in Marathi/Hindi/Sanskrit/English.

- Incomplete entries will not be considered.
- The logo submission must be unique.

- All entries obtained through unauthorized sources, or which are incomplete, illegible, mutilated, altered, reproduced, forged, irregular, or fraudulent in any way or otherwise not in compliance with the rules are automatically void.
- It is strongly advised not to wait until the deadline for the submission of entries.
- Organizers shall not be responsible for non-receipt of entries on account of server errors/ traffic.
- The logo design must be original and should not violate any provision of the Indian Copyright Act, 1957. Plagiarism/Copying of any nature would not be allowed. Anyone found infringing on others' copyright would be disqualified from the competition.
- The entire process of the logo competition including selection of the logo and disbursement of the prize money will be governed by the provisions of the Indian Copyright Act, 1957, and Rule 196 of the GFR 2017: Public competition for Design of symbols/logos.
- The organizers reserve the right to select or reject any submission without assigning any reasons whatsoever and without thereby incurring any liability to the participant(s) whatsoever.
- Organizers reserve the right to cancel the competition or modify the rules, dates of the competition anytime. The Organizers shall have no liability whatsoever for any inconvenience/loss directly or indirectly caused to any Participant due to such modification of rules/cancellation of competition and the Participants shall accordingly not be entitled to raise any claims pertaining to the same.
- Once the participants have made submissions on the platform, they shall have no claim even in the event of stoppage/cancellation of the competition.

- Removal/ voluntary withdrawal of Logo is not encouraged. No other form of modification will be entertained at any point.
- Once a nomination has been received, organizers may correspond with the nominee/nominator for supplementary information, if necessary.
- Expenses incurred for this purpose will be borne by the parties themselves.

1. ELIGIBILITY:

Only people residing in Maharashtra are eligible for this Competition.

- Age Limit: No age limit
- Competitor can submit maximum only one entry. The prize will be given to the first author of the competition entry in case of group.

2. DESIGN CONSIDERATION

- Logo artwork should be at least 4 cms x 4 cms upto 60 cmx60cm and should be a combination of logotype and symbol.
- File should be of high resolution (over 300dpi) and should look clean (not pixelated or bit-mapped) when viewed on screen at 100%.
- Logo should be designed using colours (Not Grayscale or Black & White).

3. TECHNICAL PARAMETERS:

- Participants should upload the Logo in any one of the JPEG/PNG/SVG/PDF formats.
- Specification details, containing graphical construction of the design in exact proportions in a bigger size, along with final design, theme synopsis and concept is required to be submitted.
- All technical details, including file formats, can be mentioned in the specification details itself. The dimensions will be from 4 cms x 4 cms upto 60 cmx60cm

- The proposed Logo can be of any geometrical shape within the specified dimensions, as mentioned above. The above dimensions indicate only the minimum and maximum ‘frame’ sizes.
- The Logo should be in high resolution with minimum 300 DPI and should look clean (not pixelated or bit-mapped) when viewed on screen at 100% resolution.
- Logo should be designed using colours (Not Grayscale or Black & White).
- The Logo should be designed on any digital platform only.
- The Logo design must be adaptable onto any form/surface including websites, social media such as Twitter/Facebook, press releases, stationery, signage, banners, letterheads, flyers, posters, etc.
- Participants should not imprint or watermark Logo design.
- Every entry must be accompanied by a brief write-up/ explanation in maximum 100 words. This write-up must be uploaded along with the proposed Logo. The write-up should elaborate the concept behind the Logo, which should be symbolic of the essence of the event.
- During evaluation, contest organizers may ask participants to resubmit their entry in different size(s)/ format(s) etc., depending upon requirement.
- Participants must keep the native/editable/ open file format also ready – as it shall be required to be submitted later for the winning entry.

4. INTELLECTUAL PROPERTY RIGHTS:

- The design of the Logo must be an original work of creation, free from plagiarism or copyright violation of any kind.
- The participant shall be solely responsible for any copyright violation or infringement of Intellectual Copyrights in making the Logo.

- The organiser shall not bear any responsibility in this regard and participant shall indemnify the organisers from any liability arising out of such violations, if any.
- The Logo must not contain any provocative, objectionable or inappropriate content.
- All entries are governed by the provisions of Logos and Names (Prevention of Improper Use) Act, 1950 and any violation of the said Act will result in disqualification.
- The selected entries will remain as the intellectual property of the organisers and are not returnable. The copyright of the Logo, so submitted, shall rest with the organisers. The organisers shall have the right to use, reproduce, modify, publish, license and/or otherwise deal with the Logo submitted in course of this competition.
- The organisers reserve the right to reject all the entries, if not found suitable.